

# Improve CMO Performance and Avoid CMO Churn



## How CMO-ES Works

Each CMO-ES project is a unique assignment. We jointly define the level of skills and support you need. We define clear and measurable objectives and outcomes to assure you receive support that makes a difference.

CMOs have big responsibilities and skilled professional resources are scarce. That gap leads to missed opportunities.

Market Strategy Group makes small teams of skilled professionals available to augment CMO initiatives. We support CMOs in marketing planning, business planning, product development and communications programs. We will assess the quality of your team and evaluate your gaps. We can build "Go-To-Market" programs and help you execute them. We can conduct operational assessments and show you the opportunities for improved marketing ROI and ROMO.

Achieving your marketing objectives requires the right skills and resources when and where you need them. The CMO-ES service from Market Strategy Group is designed to provide skills to fill your department's gaps in resources.

We provide small teams of experienced marketing and business professionals when and where you need direct support. Our teams have hands-on experience in market analytics, market research, market and product strategy, operations and organization effectiveness, marketing campaign development and marketing communications. We know what works and what doesn't.

## The Outcomes

CMO-ES helps CMOs meet their responsibilities and achieve their objectives and goals.

Typical assignments include:

- Customer Needs and Value Analysis
- Market Segmentation & Opportunity Assessment
- Pricing Strategy & Optimization
- Vertical & Geographic Market Strategy Development
- Marketing Operations Effectiveness & ROI assessment
- Brand Strategy & Audits
- Go to Market Program Planning & Execution
- Sales Effectiveness & Loss Assessments
- Marketing Asset Valuations
- Competitor Assessments & Response Programs

CMO-ES provides much more than staff augmentation. It offers CMOs a small team of colleagues to meet customized needs.

## The Next Step

CMO-ES is a great fit for CMOs with real-time challenges that can't wait. If you've got an issue that needs a solution right now, support is literally a phone call away.

Learn more about how CMO-ES can help you succeed. Contact Michael Krauss, President, at 312-356-5737 or [Michael.Krauss@mkt-strat.com](mailto:Michael.Krauss@mkt-strat.com).



*We help clients set plans,  
drive results and pinpoint performance gaps.*

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