

The 2024-25 Revenue Marketing Report

Breaking Free from the Double Bind
of Driving Revenue with Lower Budgets

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Introduction

The marketing landscape is in a state of significant transition, characterized by the double bind of driving revenue with fewer resources. Marketers are now tasked with delivering growth despite shrinking budgets and rising expectations. This challenging reality has placed tremendous pressure on marketing leaders to not only survive but thrive, forcing them to rethink their strategies and priorities.

In this report, I explore the key trends driving this transformation, from the rise of the “Resilient Marketer” to the growing importance of prioritizing revenue over efficiency. By understanding these shifts, marketing leaders can better navigate the complexities of 2025 and beyond, ensuring their teams remain focused on what truly matters—revenue generation and strategic impact.

Recognizing the magnitude of these changes, I set out to gather deeper insights from trusted marketing leaders. While my daily work with clients has provided valuable perspectives, I wanted to capture a broader understanding of how this double bind is impacting the wider industry. Initially, I planned to use these insights for an article, but the depth and significance of the findings led me to compile them into this comprehensive report, designed to reflect the full scope of the transformation taking place in marketing today.

From late July to early September, I interviewed 24 marketers across four groups.

Four Major Groups

1. Senior Marketing Leaders – CMO/VPs
2. Marketing Ops
3. Product and Digital Marketers
4. Executive Coaches/Fractional CMOs

Four Questions

I asked them four questions:

1. What were the Wins for marketing in 2024?
2. What were the Challenges for marketing in 2024?
3. How do the Next 18 Months look?
4. What is or will be the Long-term Impact on marketing due to the long period of “do more with less.”

Summary of Key Themes from Each Question

Wins for Marketing in 2024

- Technology and AI Integration
- Collaboration and Alignment
- Customer-Centric Focus

Challenges for Marketing in 2024

- Budget Cuts and Resource Constraints
- Misalignment Between Sales and Marketing
- Overload of Tools and Data

Next 18 Months for Marketing

- Focus on Efficiency and ROI
- AI and Technology Exploration
- Continuous Learning and Adaptation

Long-term Impact of Budget Cuts on Marketing

- Will Become Much More Disciplined About Where Dollars Go and How We Align with Business Objectives
- Marketing Perceived as a Cost Center
- Permanent Shift Towards Short Term Thinking and Being Reactive
- Reduced Investment in Innovation and Experimentation
- Negative Impact on Team Morale and Resources
- Scrappier and More Resilient Marketers

Summary of Key Themes by Group

Group	Commonalities
Senior Marketing Leaders	<ul style="list-style-type: none">- Strategic Alignment with Business Goals & Revenue- Technology Adoption (AI, CRM)- Efficiency and Budget Constraints
Marketing Ops & RevOps	<ul style="list-style-type: none">- Data-Driven Marketing and ROI/ Measurement- Operational Efficiency- Sales and Marketing Alignment
Product & Digital Marketers	<ul style="list-style-type: none">- Customer-Centric Marketing- AI for Personalization and Digital Campaigns- Innovation in Digital Channels
Executive Coaches & Fractional CMOs	<ul style="list-style-type: none">- Leadership Alignment and Strategic Advice- Organizational Efficiency and Stability

Summary of Responses and Quotes

1 What were the wins for marketing in 2024?

Marketing in 2024 has been defined by technological advancements, the ability to align marketing with other departments, and a focus on the customer. Teams have leveraged new tools to automate processes, personalize experiences, and show tangible business outcomes. Collaboration across departments and staying close to customer needs have proven crucial for success.

Technology and AI Integration

Many marketing teams have successfully implemented AI and other technologies to optimize content creation, analyze customer data, and improve efficiency. These technologies have enabled more profound insights and more strategic targeting.

- *"I've been using AI for content ideation and version control, but also for deeper tasks like analyzing customer data and finding patterns for messaging."*
- *"CRM systems like Salesforce, HubSpot, and Microsoft Dynamics have allowed us to tie marketing spend directly to revenue opportunities."*
- *"AI-driven pre-qualification and engagement tools have helped us streamline operations, and we're even selling the system I built next year."*

Collaboration and Alignment

Collaboration between marketing and sales, often facilitated by revenue operations (RevOps), has been a significant win for many companies. By aligning goals and systems, teams can work cohesively to achieve revenue and pipeline targets.

- *"RevOps has been the orchestrator, aligning sales and marketing to work from the same playbook, which has resulted in better coordination and outcomes."*
- *"Bringing marketing, sales, and leadership together under a unified account-based approach has been a big win for us, helping everyone stay on the same page."*
- *"One win is the increased collaboration with sales. I've gotten both teams talking the same language and working toward common goals."*

Customer-Centric Focus

Marketing teams that have remained customer-focused have seen success in 2024. Listening to and acting on customer feedback has helped organizations pivot quickly and deliver solutions that meet their needs.

- *"The most significant win has been staying close to the customer and making improvements based on their feedback, ensuring I respond to real needs."*
- *"Our success this year has been staying laser-focused on our small target market, ensuring every campaign resonates deeply with our key customers."*
- *"The pivot to focusing on customer feedback has been key to navigating the fast-changing market. It's ensured I deliver what they need, even when the market is uncertain."*

2 What were the challenges for marketing in 2024?

Despite the wins, 2024 has presented significant challenges for marketing teams, particularly with reduced budgets, ongoing misalignment between departments, and the overwhelming number of tools and platforms. Teams are expected to deliver more with less while navigating new technologies and ensuring Alignment with sales.

Budget Cuts and Resource Constraints

Marketing budgets continue to be slashed, making it difficult for teams to maintain operations at the same level. Events, software, and staffing have been affected, forcing marketers to do more with less.

- *"Our marketing budget was cut by 30%, affecting everything from events to software licenses. Doing more with less is a constant challenge."*
- *"I've faced ongoing budget constraints, and it's challenging to meet growing demands with flat or reduced resources."*
- *"Cutting budgets has impacted our ability to operate. The budget I agreed on in Q4 of 2023 was reduced significantly by Q1 2024."*

Misalignment Between Sales and Marketing

Misalignment between sales and marketing remains a crucial issue in many organizations. Without shared goals or accountability, collaboration becomes difficult, limiting the effectiveness of both teams.

- *"One of the biggest challenges is still misalignment between marketing and sales. The two teams don't always have shared goals, making collaboration difficult."*
- *"Marketing and sales still struggle to align. The CMO and CRO often have conflicting ideas about what's important, which creates friction."*
- *"Marketing and sales leaders sometimes see eye to eye on the goals. If marketing isn't tied to pipeline or revenue, they're not truly aligned with sales."*

Overload of Tools and Data

The overwhelming number of marketing tools available can cause teams to lose focus. Too often, marketers spread their efforts across too many platforms, leading to inefficiencies and fragmented campaigns.

- *"With so many tools available, teams often need help with focus. It's easy to get distracted, trying new tools without a clear, unified strategy."*
- *"There are too many platforms, and sometimes people are overwhelmed by the choice, leading to fragmented efforts across different tools."*
- *"Our marketing team is using too many project management tools, and they don't integrate well, creating inefficiencies within the team."*

3

What do the next 18 months look like for marketing?

The following 18 months will be shaped by the continued focus on efficiency and ROI, adoption of AI and automation, and the need for constant learning. Marketing teams must be agile, using data and technology to optimize efforts while adapting to fast-changing market demands.

Focus on Efficiency and ROI

Many marketing teams have successfully implemented AI and other technologies to optimize content creation, analyze customer data, and improve efficiency. These technologies have enabled more profound insights and more strategic targeting.

- *"The next 18 months will require us to focus on efficiency. I'll need to refine targeting and ensure every dollar spent delivers measurable ROI."*
- *"I need to do more with less and keep refining our tactics. The next year and a half will be about optimization and proving ROI."*

AI and Technology Exploration

AI will continue to grow in importance, with teams exploring new ways to automate tasks, personalize content, and analyze data. However, there's a risk that over-reliance on AI could lead to generic messaging.

- *"AI is already helping us with tasks like content versioning and customer data analysis. I expect to expand its role in the next year and a half."*
- *"We're exploring how AI can help us better analyze data and automate some tasks, but it's still early. I expect to see more applications over the next 18 months."*

Continuous Learning and Adaptation

With rapidly changing technology and market conditions, marketing teams must prioritize learning and adaptation. Testing new tools and refining existing strategies will be critical to staying competitive.

- *"We're always learning, and over the next 18 months, I'll need to experiment with new tools while refining our approach to the ones that work best."*
- *"The next 18 months will require marketers to stay agile and keep learning. I'll be continuously adapting as technology changes and market demands shift."*

4

What is the long-term impact of sustained budget cuts on marketing?

This was the most interesting question I asked the Interviewees and one in which I have a keen interest. For that reason, I have expanded the discussion in this section.

I referred to the sustained budget cuts combined with higher ROI/Revenue expectations as “The Big Squeeze.” AND, according to all interviewees and what we are seeing in the market, marketing budgets will not be bouncing back anytime soon.

Marketing as a function will become much more disciplined about where dollars go and how they align with business objectives.

- *“We’ve had to become extremely efficient, cutting out anything that doesn’t show immediate results. The pressure to do more with flat or reduced budgets means we have to prove ROI on every activity.”*
- *“I think the long-term impact is that marketing as a function will become much more disciplined about where dollars go and how we align with business objectives.”*

Risk of Marketing Being Perceived as a Cost Center

This was an interesting comment from the interviewees. The more we focus on efficiency and let revenue suffer, the more the perception of marketing as a cost center thrives.

- *“Marketing is always the first to get cut. It reinforces the perception that we’re not critical to driving revenue, even though we’re working harder than ever to prove our value.”*
- *“Without clear and immediate ROI, we get viewed as a cost center. The long-term impact is that marketing may lose even more credibility within organizations.”*

Shift Toward Short-Term Thinking

Severe budget cuts have placed an intense focus on short term and reactive activities. It’s the length of time that marketing stays in this mode that is the concern. The longer they stay in a reactive mode, the more they act and look like a cost center.

- *“The focus has shifted heavily to short-term revenue and immediate results, leaving long-term strategy in the dust. We are being forced into a more reactive position.”*
- *“With budgets being cut, the long-term thinking is getting deprioritized. The next 18 months will continue to be a slog as we aim for short-term wins.”*

Reduced Investment in Innovation and Experimentation

Severe budget cuts have nixed innovation and experimentation at a time when it is really needed. With the sea changes in the markets and with clients, the time is now for marketing to be innovative and to experiment – especially with AI.

- *“The focus on innovation has been put on hold because there’s just no room to experiment. Everything we do now has to prove an immediate ROI.”*
- *“We’re holding off on any experimentation that doesn’t have a guaranteed return. We simply don’t have the bandwidth or budget to take risks.”*

Impact on Team Morale and Resources

In about 90% of the organizations we work with, there is a large element of burnout. The frustrations are real.

- *“The team is stretched thin, and the stress levels are through the roof. There’s this constant pressure to perform with fewer resources, and it’s taking a toll on morale.”*
- *“Burnout is a real concern. We are doing the work of 2-3 people, and there’s no relief in sight with the budget cuts.”*

Scrappier and More Resilient Marketers

We hear this when we talk to our clients and it was a major theme with the interviewees. I should go back and count how many times I hear the word – resilient.

- *“Resilience is key. We’ve learned to pivot quickly, work with less, and still deliver. That ability to adapt is something we’ll carry forward.”*
- *“Marketing has had to get scrappier, finding new ways to be resourceful and still hit targets despite the cuts. It’s about getting things done with far fewer resources.”*





Summary of Responses by Group

Senior Marketing Leaders (CMOs, VPs)

Commonalities:

- **Strategic Alignment with Business Goals & Revenue:** These leaders emphasized the need for marketing to align closely with overall business objectives, mainly focusing on revenue generation and supporting sales. Most mentioned the importance of tying marketing efforts to measurable business outcomes, such as pipeline growth and revenue attribution.
- **Technology Adoption (AI, CRM):** Adopting new technologies, especially AI and CRM systems, was a key priority for this group. They are focused on how these tools can streamline processes and help make data-driven decisions to justify their marketing budgets and prove ROI.
- **Efficiency and Budget Constraints:** With budget cuts being a significant challenge for all marketing leaders, senior executives were particularly concerned about doing more with fewer resources. They are tasked with maintaining or even increasing impact despite shrinking budgets.

Differences:

- **Long-Term Brand Building vs. Short-Term Results:** Some senior marketing leaders leaned more heavily into brand-building initiatives, recognizing the need for long-term brand equity. Others, particularly those from more competitive or cost-sensitive industries, focused on short-term results like lead generation and immediate sales support.
- **Sales Collaboration:** While all agreed on the importance of sales alignment, some struggled more than others with this collaboration, mainly when there were differences in goals between marketing and sales leadership.

Marketing Operations and Revenue-Focused Roles

Commonalities:

- **Data-Driven Marketing and ROI Measurement:** This group strongly emphasized proving the value of marketing through data and analytics. They consistently discussed the need to measure the ROI of every marketing activity and show concrete links to revenue generation.
- **Operational Efficiency:** Streamlining processes, reducing redundancy, and using tools like AI and CRM to make teams more efficient were critical. This group was laser-focused on how to make marketing operations more effective with fewer resources.
- **Sales and Marketing Alignment:** There was a strong emphasis on working closely with sales teams to ensure Alignment of goals and performance metrics. Many highlighted the importance of RevOps in ensuring that marketing supports revenue generation directly.

Differences:

- **Technology Integration:** While all operations professionals prioritized technology, there were differing views on balancing new tech adoption with existing tools. Some aggressively adopted cutting-edge AI tools, while others focused on optimizing current CRM and marketing automation systems.
- **Internal vs. Outsourced Solutions** **Internal vs. Outsourced Solutions:** Some operations professionals preferred building in-house solutions to streamline marketing processes, while others leaned heavily on outsourcing specific functions to manage workload and maintain efficiency.

Product and Digital Marketing Leaders

Commonalities:

- **Customer-Centric Marketing:** Product and digital marketing leaders emphasized staying close to customer feedback and making data-driven decisions to improve the customer journey. Understanding customer behavior and preferences was essential for crafting successful marketing campaigns and product positioning.
- **AI for Personalization and Digital Campaigns:** Like their operations counterparts, these leaders discussed the growing role of AI, particularly for personalizing content and managing digital marketing campaigns—however, their use of AI focused more on customer engagement than operational efficiency.
- **Innovation in Digital Channels:** This group was focused on finding new and innovative ways to engage customers through digital channels, whether via social media, content marketing, or digital advertising. They frequently mentioned experimenting with new platforms and tools to reach and engage their target audience.

Differences:

- **Customer Data Focus:** While all product and digital marketers agreed on the importance of customer data, some focused more on using AI for real-time personalization. In contrast, others were more concerned with broader data analysis to drive campaign strategy.
- **Brand Messaging vs. Tactical Execution:** Some product marketers were more concerned with high-level brand messaging and positioning, while digital marketers focused more on tactical execution, such as running campaigns and generating leads through online channels.

Executive Coaches and Fractional CMOs

Commonalities:

- **Leadership Alignment and Strategic Advice:** These professionals focus on leadership coaching and helping companies achieve Alignment across departments. Their role was more advisory, supporting senior leadership teams in marketing and sales to align their strategies to meet revenue and growth objectives.
- **Organizational Efficiency and Stability:** Given their interim or advisory roles, this group was often tasked with stabilizing marketing teams and streamlining operations during transition periods. They emphasized reducing internal friction, improving team collaboration, and ensuring that marketing processes ran smoothly.

Differences:

- **Strategic Leadership vs. Day-to-Day Execution:** Some fractional CMOs took a more hands-on approach, working directly with teams to execute marketing strategies, while others focused purely on high-level strategy, leaving execution to the internal teams.
- **Coaching Style:** Executive coaches differed in their approaches, with some offering more tactical advice, particularly around managing teams and processes, while others focused on personal leadership development and navigating corporate politics.



Key Actions for 2025

This section is dedicated to a discussion on the long-term impact on marketing from the “Big Squeeze”. My observations fall into six groups: Strategy, People, Process, Technology, Customer, and Results.



Strategy

The strategy section is the longest as I am introducing the concept of the double bind and providing a framework for how to break any double bind situation.



Exposing the Double Bind Situations

It's time to call out that the double bind situations that marketers face every day are setting up marketing for either stunning failure or explosive success in 2025 and beyond.

A double bind is a situation where conflicting demands create an impossible scenario—no matter what action is taken, there is a negative consequence. In marketing, these situations create frustration, inefficiency, and hinder progress as teams struggle to navigate competing priorities.

Does this definition of a double bind resonate? This description has almost become a permanent state for many marketing organizations.

Pulling directly from the report findings, here are four common double bind situations.

1

Pressure to Prove ROI with Fewer Resources

- **The Situation:** B2B marketers are often expected to demonstrate clear ROI from their marketing campaigns, but they are simultaneously asked to work with reduced budgets, fewer team members, and less technology.
- **The Double Bind:** Marketers are caught in a situation where they must show impressive results and growth while facing significant resource limitations. They're expected to "do more with less" but aren't given the necessary tools or investments to achieve those results.
- **Example:** A B2B marketing manager is tasked with increasing lead generation by 20% but has had their advertising budget cut by 30%, limiting their ability to run effective paid campaigns.

2

Driving Revenue While Being Perceived as a Support Function

- **The Situation:** Marketing teams are tasked with driving measurable business results such as lead generation, pipeline growth, and revenue contribution. However, within many organizations, marketing is still perceived as a support function or a cost center, rather than a key driver of revenue.
- **The Double Bind:** Marketers are expected to prove their value through metrics like ROI and revenue growth, yet they often lack the internal influence or resources to make strategic decisions. This creates a situation where they must constantly justify their existence while being excluded from higher-level business conversations that could amplify their impact.
- **Example:** A B2B marketing VP consistently delivers high-quality leads that convert into sales, but leadership primarily views the department as an expense rather than a profit center. As a result, marketing struggles to secure necessary budget increases, making it harder to deliver future results.

3

Aligning with Sales While Being Seen as a Cost Center

- **The Situation:** B2B marketers are tasked with generating leads and aligning closely with sales to drive revenue. At the same time, marketing is often perceived as a cost center rather than a revenue driver, which can lead to friction with sales teams who may view marketing's efforts as less critical.

- **The Double Bind:** Marketers are expected to work closely with sales to provide high-quality leads and align strategies, yet they struggle to gain equal footing or recognition within the organization. Despite marketing's role in nurturing leads and building the brand, they're frequently undervalued by sales teams, creating a disconnect that undermines collaboration.
- **Example:** A B2B marketing manager implements a successful lead generation campaign, but the sales team dismisses the leads as low quality. While marketing is blamed for not delivering "sales-ready" leads, they are given little control over the sales process, making it difficult to bridge the gap and improve outcomes.

4 Focusing on Short-Term Gains vs. Long-Term Strategy

- **The Situation:** B2B marketers are pressured by leadership to achieve immediate short-term results, such as increasing monthly sales or lead targets, while also being responsible for building long-term brand awareness and customer relationships.
- **The Double Bind:** Marketers must balance their short-term focus with long-term strategy, but the pressure for quick wins can pull resources and attention away from important long-term initiatives. This creates a conflict where neither the short-term nor long-term strategy can fully succeed.
- **Example:** A B2B CMO is asked to increase quarterly sales through aggressive outbound campaigns while also being expected to develop a long-term content marketing strategy that builds brand trust and thought leadership over time.

Solving the Double Bind Situation

While marketers have worked in a double bind world for quite some time, it is the escalated pressure to deliver on the mantra – ‘do more with less’ - that has now created an untenable position for marketers. It is now time to stop the madness.

Here is a simplified framework that I will use to frame solving the double bind and address the challenges in 2025 and beyond.

1. **Acknowledge the Conflict**
2. **Reframe the Situation**
3. **Prioritize the Core Objective**
4. **Engage in Open Communication**
5. **Set Boundaries and Say “No”**
6. **Innovate and Simplify**



Key Action: Acknowledge the Conflict

This is leadership 101. As a leader, acknowledging the conflict is as simple as YOU recognizing the conflict and understanding the impact the conflict is having on your team and your performance. Write it down and make it real. In addition, you need to have this conversation “up the chain of command” to at least get agreement and at most to create a new way to address the challenges. I do believe this is an incredibly important step for every CMO moving into 2025 as it will bring clarity and focus in solving the double bind situations.

2

Key Action: Reframe the Situation

Reframing is a technique used to help shift the focus from the stress of conflicting demands to the opportunities that the challenge presents. By positioning the double bind as a chance to grow, collaborate, and innovate, leaders can encourage teams to see the problem from a new perspective and generate solutions that benefit both sides. This requires really leaning heavily into cross-functional collaboration.

A higher-level form of reframing is taking control of the narrative. I frequently recommend marketing leaders take control of the narrative by rebranding marketing in their own companies as a revenue driver vs the sales support team. I've seen this type of internal rebranding produce excellent dialog and results. The inability to reframe marketing as a revenue contributor is the biggest failure in marketing leadership that I see.

3

Key Action: Prioritize the Core Objective – Revenue Over Efficiency

This may not be a popular observation, but it is no less true. Revenue is more important than ever before and is an opportunity for marketing to step up and be a hero. Yet, the mistake too many marketers make is focusing on efficiency before revenue. Let me be clear - **Being efficient only matters if what you're streamlining is driving revenue.** The danger is that you can lose sight of the ultimate goal of growing the business by focusing solely on cutting costs or streamlining processes. Efficiency should come after you've established that an activity directly impacts revenue.

Walk, Talk and Act like a Revenue Center. The more significant danger for marketing teams focused on efficiency first and revenue second is how your actions communicate the value of marketing to the company. If you act like a cost center, you will be treated like a cost center. I believe this is happening now and will continue to occur into 2025. It could set marketing back by a decade.

4

Key Action: Set Boundaries and Say “No”

Again, once you have reframed marketing as a revenue driving department, its time to set boundaries and learning to say “No”. Boundaries and what you will or won’t do are very different between a sales support department and a revenue accountable department. This is a part of your new narrative – “OK, if we do this, we’ll need to stop that.” This also involves giving your marketing team prioritization frameworks and teaching them to say “No” as well.

5

Key Action: Engage in Open Communication:

Open collaboration between marketing and other departments like sales, finance, and operations is essential but only if once you’ve successfully reframed marketing as a revenue driver, established new boundaries and you can and do say “no.”

Marketing teams must maintain open conversations with leadership about their challenges, budget needs, and priorities to secure the necessary buy-in. In these conversations, marketing needs to take a P&L approach. Here is your budget and your resources, now how do you apply them to get the greatest return and to drive the most revenue.

6

Key Action: Innovate and Simplify

I believe we will see innovative work by marketers in re-imaging how marketing works from top to bottom. We live in a new reality and much of the work of marketing was created at and for a different time. We’ll see marketing groups begin to reject legacy processes, approaches, responsibilities, and org structures in favor of an ecosystem that is more focused and more agile. I’ve recently worked with two clients who are overhauling core marketing processes and overhauling their outdated organizational structure.

A Forcing Function for a Revenue Marketing CMO to Emerge

I place this item in strategy because what's more important or more strategic than having the right kind of CMO? Current economic conditions and challenges may be a forcing function for the CMO to step up and become a revenue leader... we'll see. I got a 50/50 response when I asked the Interviewees if the "Big Squeeze" would result in more CMOs with a revenue focus. 50% said – it's either in their DNA or it's not. 50% said – I think they can make the change. My opinion is that the more traditional CMOs WILL NOT survive except in companies where marketing will forever be seen as a cost center. I see a new crop of CMOs – younger, more business oriented, and more tech savvy stepping up and in.

In the meantime, the average CMO tenure continues to drop and companies are looking for CMOs with the revenue credentials and chops. Or, they are choosing not to replace the CMO at all.

Key Action: Define the type of CMO you want to be and need to be!
Make sure you match what your company needs.

People

In the People area, I'll focus on the rise of the Resilient Marketer, the threat from employee burnout and the never-ending misalignment between marketing and sales.

The Rise of the Resilient Marketer

"Resilience is key. We've learned to pivot quickly, work with less, and still deliver. That ability to adapt is something we'll carry forward."

The concept of the *Resilient Marketer* has emerged as a crucial trait in today's chaotic environment. **A resilient marketer can withstand the pressure of limited resources, continuous change, and heightened expectations while still delivering impactful results.** This resilience stems from adapting, innovating, and recovering quickly from setbacks. In 2024, with marketing teams often facing the 'double bind' of driving revenue with fewer resources, resilience is more critical than ever. Marketers must be agile in their strategies and mindset to maintain focus on growth despite the challenges of shrinking budgets and increasing demands, making them feel flexible and ready for change.

The need for resilience is more pronounced in today's market because of the heightened pressure on marketers to deliver measurable business outcomes with reduced resources. The rise of AI,

evolving customer expectations, and the growing focus on data-driven decision-making mean marketers constantly learn and adapt. In this fast-paced environment, maintaining balance becomes a significant challenge, underscoring the essential role of resilience—both in individuals and teams. Marketers must be resourceful, prioritize high-impact activities, and focus on revenue-driving initiatives while managing burnout risks.

For CMOs, managing resilience within their teams is crucial to ensuring sustained performance. They must foster an environment that supports continuous learning and adaptation, allowing their teams to remain agile in the face of new challenges. CMOs play a pivotal role in this, needing to set clear priorities, ensuring that their teams focus on what matters most—activities that drive revenue. Moreover, providing the necessary tools and resources to maintain resilience, such as data-driven insights and collaboration across departments, can empower marketing teams to deliver results while avoiding burnout.

Key Action for all CMOs and managers is to work with their teams to ensure they can channel and maintain inner resilience for every team member.