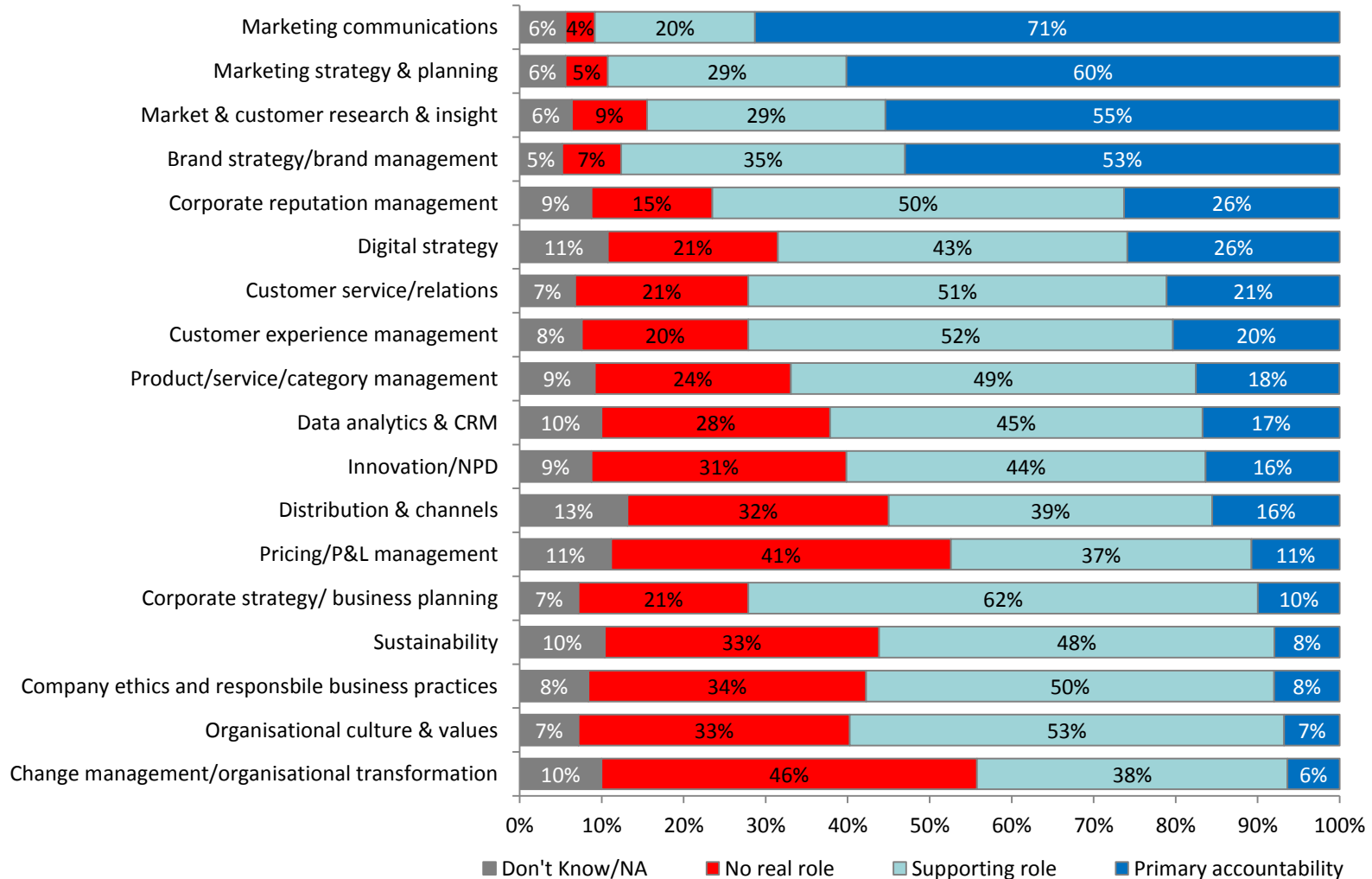


The changing role of the marketing function

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What is the primary role of the marketing function?



What else do you expect from marketers?



What will be the most important capability in 5 years?



So what does that mean for tomorrow's marketer?



Professional marketing competencies

