

Chief Marketing Officer

Interview Questions

- How do you facilitate and empower diversity, equity, and inclusion (DEI) on your team?
- Tell me about your transition from VP to CMO.
 - What advice would you give other marketing leaders aspiring to join the c-suite?
- What project is your most significant career accomplishment?
- What kind of oversight would your ideal boss provide?
- Describe the work environment that will help you to contribute most effectively.
- What is needed to improve visibility, accountability, and spend management for your team's marketing efforts?
- How do you personally build and optimize marketing technology stacks to better equip and support your marketing team and the company at large?
- Which stakeholders should be aligned to better identify, manage, and evaluate marketing performance?
- Give me an example of someone you were able to promote because of the coaching you provided. How did you make this happen?
- What ratio of your marketing budget do you attribute to different channels?
- What is your strategy to leverage and expand the value of our customer relationships?

Recommended Questions From Experienced CMOs

"What's your marketing major/minor?"

This question is important to understanding the background and expertise of your CMO and where they feel most comfortable vs. where they will need to hire additional leaders. Look for CMOs with a background in the area that is most critical to the growth of the business (brand vs. product marketing vs. demand gen).

"Are there people in your current marketing organization that you've worked with and brought over from a prior company?"

CMOs that have brought over numerous people from a previous role often demonstrate that they're effective leaders and therefore can hire quickly, if necessary.

"What are the dashboards and data you are looking at daily, monthly? How are you measuring channel performance?"

This question can help identify how closely and frequently the candidate looks at marketing performance and the specific metrics that concern them.

"Tell me about a situation where you took a complicated product messaging and distilled it down into something that could be the headline on the homepage."

This is a helpful exercise for measuring a candidate's storytelling and data analysis capabilities. Look for a response that shows a methodical approach to messaging that is both data-driven and leverages input from customers and internal stakeholders.

"Tell me about a time you resolved an issue with the sales team or Head of Sales."

This question can help measure the candidate's ability to build bridges with the sales team. Look for a response that shows their ability to collaboratively problem-solve without sacrificing or minimizing marketing's impact.