



Renee McGowan, CEO Mercer Asia

CMO to CEO

August 2019

75%

CMOs admit that past
formulae are not
enough

88%

Execs agree the role of
CMO has changed to
business growth and CX

23%

Of CEOs consider
Marketing is not
delivering to the agenda







NEW OPPORTUNITY

THE CAPABILITY SHIFTS REQUIRED.



Data



Customer
Management



Advice & Sales



Digital



Culture

SHOW ME THE MONEY.

\$469 M

in new FUM from customers consolidating accounts from competitors and making additional contributions to their retirement account

12x Increase in customer response

2x Increase in sales conversion

11x Increase in ROI

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WHERE ARE YOU?

SERVICE PROVIDER TO BUSINESS ADVISOR.



SERVICE PROVIDER

BUSINESS ADVISOR

**FOCUS ON
CX.**

**TALK THE
LANGUAGE
OF THE
BUSINESS.**

**PITCH THE
OUTCOME.**

THANK YOU
QUESTIONS?

