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**CHIEF MARKETING OFFICERS OF THE YEAR**

**SUBMISSION QUESTIONNAIRE**

**The CMO Awards, powered by Mi3, celebrates Australia’s most innovative and strategic marketing leaders—those driving business transformation, achieving commercial success, and setting new standards in modern marketing leadership. By highlighting visionaries who foster collaboration and deliver exceptional customer engagement, the awards showcase the vital role of marketing leaders in shaping organisational growth.**

*Wordcount maximum per question response: 300 words. It is important to stick to the word limit to allow judges to fairly measure each response and submission.*

*All completed questionnaires are reviewed by our CMO Awards’* [*judging panel,*](https://cmoawards.com.au/judges/) *who will work together to devise the final winners. Approved excerpts will form the basis of profiles of our 2025 winners, which will be revealed at our gala dinner on 7 May 2025. Please be assured questionnaires and commercially sensitive information will be kept confidential to the judging panel and not distributed or published.*

***The extended and final deadline for nominations is 24 March 2025****. All submissions are to be sent directly via email to CMO Awards program manager, Nadia Cameron:* [*nadia@mi-3.com.au*](mailto:nadia@mi-3.com.au)*.*

**QUALIFYING INFORMATION:**

**About you and your team**

* + Full name
  + Job title and Company
  + When you commenced your current/nominated role
  + Total tenure with your organisation
  + Your reporting line
  + Are you a member of the c-suite, executive or management team?
  + Number of staff in the marketing function and direct reports
  + Guidance range on marketing budget per annum + as a percentage of company revenue (*rough range only required;* *this information is important to judges to understand the number and diversity of programs of nominees. Data is only used for the purposes of judging and will be kept strictly confidential)*
  + Email address

**Organisation’s market position and size**

* + Company size *(number of employees)*
  + Sales turnover, market share or other indicator of company position and operations (*this information is important to the judges in assessing your contribution and organisation’s commercial position. This data is only used for background and is not disclosed publicly)*

**DEMONSTRATING EFFECTIVE MARKETING STRATEGY**

Within your responses, please share objectives, priorities, how your leadership and team contributed to the initiative, and relevant strategic, commercial and measurable impact.

**1: Detail a new or evolving marketing program you’re leading and how it is delivering effectiveness.**

**2: Detail an example of how you and your team have created or reinvigorated a way of working, operational process, capability, marketing strategy or investment fostering more effective marketing inside your organisation.**

**3: Discerning decision making: Marketing leaders must make strategic trade-offs to maximise impact with limited financial and human resources. Describe a decision where you reallocated marketing investments and why.**

**DEMONSTRATING BUSINESS INFLUENCE**

Please share objectives, how your leadership and team contributed to the initiative, and relevant strategic impactand ROI.

**4: Share how you have helped shaped the strategic business agenda and are influencing / collaborating on programs or initiatives that extend beyond the marketing function.**

**DEMONSTRATING DATA-DRIVEN DECISION MAKING**

Please share objectives, relevant operational, cultural, strategic and skills-based investments required, data and insight smarts, how these led to business benefit and growth through more effective marketing or customer engagement.

**5: Share an example of using consumer, customer or market data and insights to inform marketing and customer programs to achieve quantifiable brand and business impact.**

**DEMONSTRATING CUSTOMER AND CONSUMER-FIRST THINKING**

**6. Share one way the marketing function has built capabilities, systems and processes that drive better understanding of what your customers / consumers / users need and want from your products and experiences.**

**DEMONSTRATING COMMERCIAL ACUMEN**

#### **Responses can highlight initiatives, program, cross-functional activities or relationships, external partnerships, training, investment or innovations you’ve executed to improve value for your organisation in the short as well as longer term.**

#### **7. Outline ways in which the marketing function has demonstrably contributed to commercial and growth outcomes in your organisation.**

**DEMONSTRATING PEOPLE LEADERSHIP IMPACT**

Responses should aim to showcase your focus as a leader on building a high-performing team, developing talent and driving a higher engagement culture, as well as new skills, cross-functional collaboration and innovation.

**8: Share ways you as a marketing leader are fostering a responsive, adaptive and learning-based team and culture to improve functional performance and business contribution.**

**Reference endorsement**

**As an endorsement of your position and marketing leadership, please provide a short reference from an executive leader within your company that verifies your strategic position in the business and why you are worthy of nomination (no more than 250 words). Please note while required for verification purposes, these will not be judged individually by our judges.**