



VM 2011 global
Leadership
summit





Pete Krainik

Founder, The CMO CLUB



“ The World’s Best CMO Conversations ”





The Club

- Heads of Marketing only
- No Vendor Pitches or Self Promotion Allowed
- 700 Members (38% \$ Billion Brands)
- 18 Cities in the US and 7 Intl Cities
- Focus on peer based approach to be better:
 - Leaders
 - Marketers
 - Officers: Lead the Growth Agenda
- Details: www.thecmoclub.com





CMO Advisory Board

- Mitch Bishop, iRise (BL)
- Phil Clement, Aon (NBL)
- John Dragoon, Novell (BL)
- Luis Fiallo, China Telecom (NBL)
- Kim Feil, Walgreens (NBL)
- Gail Galuppo, HP (NBL)
- Terri Graham, Jack in the Box (NBL)
- Evan Greene, The Recording Academy (BL)
- Mike Hogan, Gamestop (BL)
- Alex Romanovich, EuroSpaClub (BL)

BL: Pete's Better Looking

NBL: Not Better Looking





What CMOs Really Care About

Fit with Potential for Eyecare and Eyewear

Corporate Social Responsibility (CSR)

- Differentiating their Brands
- Engaging Customers
- Selling more Profitably

- Building Credibility with their CEO and Board



Framework for Profits with Purpose

Eyecare and Eyewear

- Brand Focus – What you stand for, not what you do
- Leading their Brand beyond the Marketing Department
- From Net Promoters to Advocates to Influencers



Framework for Profits with Purpose

Eyecare and Eyewear

- Brand Focus – What you stand for, not what you do
 - Is your Brand a Philanthropist or Cause Crusader?
 - Poverty, Water/environment, Crises Support, Health, or Sustainability
 - CMO CLUB: Rally for Kids with Cancer
 - Are you Global company? Global CSR?



Framework for Profits with Purpose

Eyecare and Eyewear

- Leading their Brand beyond the Marketing Department
 - Energize your employees and partners
 - Role in attracting new “star” employees
 - Partnering with Celebs/artists, Retailers, or other Brands
 - How are you going to lead as CEO on CSR?



Framework for Profits with Purpose

Eyecare and Eyewear

- From Net Promoters to Advocates to Influencers
 - From Cause Marketing to Cause Branding
 - Not about a product campaign but Brand program
 - Partner with Celebs/Artists (Brand to Band)
 - Listen, Leverage, and Live it
 - Have customers help choose, engage with Brand, not just donate





Pete Krainik

- Questions or Suggestions
 - Cell (908) 342 1632
 - Email pete.krainik@thecmoclub.com
- Details and Join the Club: www.thecmoclub.com
- CMO Thought Leadership Summit, April 27-28, NYC
 - 80-100 CMOs expected (Heads of marketing only)
 - www.thecmoclubsummit.com

