



The CMO Manifesto: A 100-Day Action Plan for Marketing Change Agents

By John F Ellett

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The CMO Manifesto – A 100-Day Action Plan for Marketing Change Agents is the essential guidebook for marketing executives who have been chartered to disrupt the status quo and become leaders of positive change at their companies. Based on research with successful CMOs from leading firms such as Anheuser-Busch, Fidelity, GE, General Mills and Proctor & Gamble, the book combines stories, insights and tools to help marketing executives maximize the impact of their critical first 100 days. Through 12 practical steps, The CMO Manifesto provides a clear, actionable roadmap of activities essential to the success of any marketing executive. Take the lead. Make an impact. Create change.

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Editorial Review

Review

"New CMOs have a short window of opportunity to become successful change agents for their companies so they need to make the most of their first 100 days. The insights and tools in *The CMO Manifesto* are invaluable resources that can improve the odds of success for any marketing executive." *Donovan Neale-May, Executive Director, CMO Council*

"The CMO Manifesto outlines a sure fire method to reinvent the on-boarding process for new marketing executives. This is not only important for the individual, but invaluable for the brands they represent." *Doug Albregts, President, Sharp Imaging and Information Company of America*

The CMO Manifesto is terrific! I'm sure it will be a valuable resource for new (or constantly renewing) CMOs. *Charlie Young, Vice President, Corporate Marketing, Zimmer Holdings*

"There are those who 'teach' and those who 'do'. John Ellett does both here in *The CMO Manifesto*, a must read for any new leader stepping into an important role. He has used his own experience as a successful marketing leader and combined that with insights of those who have walked in the same shoes and in very diverse situations to provide a framework for success. Reading this will make you smarter by drawing upon the wisdom of those who've succeeded in a fast paced corporate world." *Keith Levy, President, Royal Canin and former CMO, Anhueser--Busch*

"It is terrific - really rings true to both my own learning curve as a new CMO more than a decade ago and with the work I have done with new CMO's since retiring. It is simple, well structured and usable...somewhat unique in the marketing books I have read in the last year or so. Well done. So where was this book in 2000 when I needed it most ?" *Rob Malcolm, Lecturer in Marketing, Wharton Graduate School of Business and former CMO, Diageo.*

About the Author

John Ellett has a passion for encouraging and supporting marketing leaders who have the courage to be change agents in their organizations. As CEO of nFusion Group, LLC, a digital-centric marketing agency based in Austin, Texas, John has had the privilege of helping some of the country's leading marketers revitalize their brands, transform their digital presence and accelerate their sales, including Anheuser-Busch/InBev, Chili's, Comerica Bank, Samsung and Toshiba. With personal experience as a marketing leader during the early days of the IBM PC and the rapid-growth years of Dell, he provides a unique perspective that has made him a trusted adviser to marketing executives around the country. John regularly shares his insights on marketing and marketing leadership at Forbes.com and is a frequent presenter at industry conferences and major universities. John received his formal education at Indiana University's Graduate School of Business, where he later returned briefly to teach, but he attributes most of what he has learned to the smart marketers and business executives he has worked with over the past three decades. When he is not working John is actively involved with the Austin community and local charities. He is a founding board member and past chair of The First Tee of Greater Austin and the founder and chair of Austin Helps Honduras. He is also a frustrated golfer, an infrequent triathlete, a proud father and a happy husband of over 30 years.

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