CMO EDITION

Strategic Moves for Leaders in the Age of AI
in 4 slides

Issue 250506

How Siloed Teams & Data Undermine Growth

Why it Matters

Siloed Teams & Data undermine Growth

90% Orgs cite data silos as barriers
$12.9M / year cost of data inefficiencies

11% Aligned Marketing & Sales
Companies reporting successful audience alignment

52% Lost sales from misalignment
Professionals reporting lost sales from misalignment between Marketing & Sales

1

The Challenge

? Legacy Org Structures & Functional Silos
Orgs built around specialized functions, not customer journeys. Disconnected goals, tools, and workflows.

? Different Definitions of Success
Fragmented (or competing) metrics by team. No shared accountability.

? Organically grown TechStacks & Data Silos
Disconnected systems hinder visibility and ability to take advantage of AI-driven lifecycle engagement.

Action Plan

Orchestrate with Unified Lifecycle Strategy

⚒ **Shared Customer Lifecycle Stratey**
Align KPIs across departments to streamline operations and improve customer experiences.

⚒ **Standardize Technology & Data**
Facilitate real-time insights, enabling teams to make informed decisions collaboratively.

⚒ **Continuous GTM Collaboration**
Ensure messaging and strategies are cohesive and customer-centric across all GTM.

3

Next Steps

☑ **Audit** existing **lifecycle journeys**, **funnel metrics,** and **team goals**.

☑ **Align data**, **content**, and **tools** across all go-to-market teams, **drive consistency**.

☑ **Launch Revenue Orchestration program** to scale unified strategies effectively *or partner with me to drive impact.*

4