

August 2025

# The Future of the CMO



# Agenda

Introductions

Setting the Table

Rome is Burning

Five Opportunities

Q & A

# Your Presenters



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Chief Marketing Officer

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Chief Transformation Officer

BPD

# The Future of the CMO Study

- Started with “Rome is Burning”
- Two years of study
- Multiple conference panels
- Interviews with more than three dozen CMOs and a dozen CEOs
- Joe Public Retreat in December – 40 top marketers

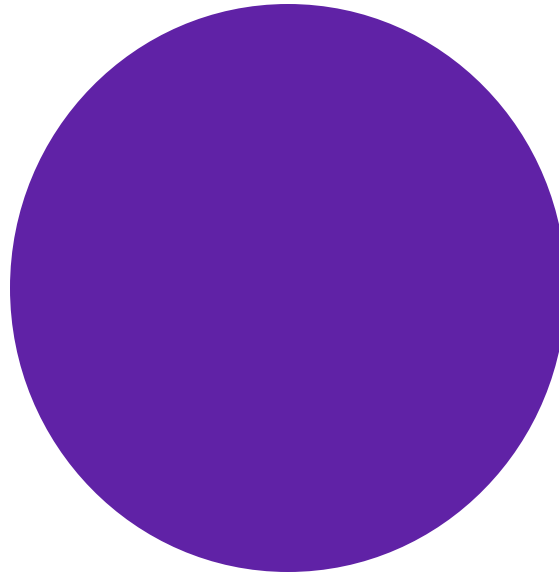
# The Triple Threat

Long-term  
financial  
pressures

Historic supply  
& demand  
crunch

Growing AI  
expectations

# Five Opportunities





# Opportunity One: Become the voice of the market

- Move beyond the VOC
- Help your leadership and board understand greater healthcare trends and dynamics beyond healthcare
- First your CEO, then your board

## Opportunity Two: Design your span of control

- The land grab – more is better
- The power of focus – less is better
- Either path can work if pursued with intention



# Opportunity Three:

## Reshape your organization's experience

- A story as old as time...
- Every organization suffers from fractured experience leadership
- Experience *could* be a real differentiator

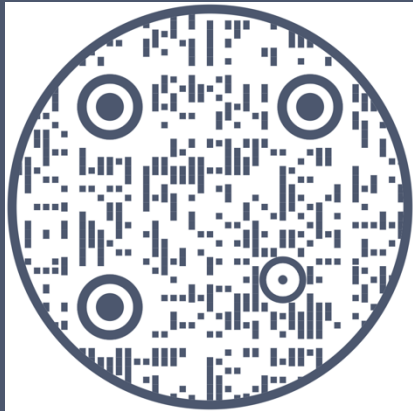
## Opportunity Four: Make AI your friend

- Marketing, not IT, should own AI adoption
- Show the way with the marketing enterprise
- Don't stop at Edison thinking – be an Einstein thinker

## Opportunity Five: Continue to pursue financial impact

- Go big or go home
- Focus on varied ways of impacting revenue, such as patient loyalty
- Consider new approaches, such as a brand valuation

# Q & A



## What now?

Follow the QR code or URL for copy of this presentation, contact information for the presenters, suggestions for immediate next steps and more.

# Thank you

