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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
February 13th 2013: CIO vs. CMO: Who's winning?

What are the hot topics in business today: Big Data, Cloud Computing, Social Media, CRM? These are all game changing technology innovations, and yet in increasing numbers of businesses, the adoption of this next wave of thinking is being pushed by the Marketing department, not IT. CIOs have a seat at the table, but have they been able to demonstrate the value of these technologies in the way that CMOs have? On the other hand, Marketing has been driving the ideas, but don't they need IT's support to fully deliver what they promise? Who then is winning the race in value creation? Is this even a

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