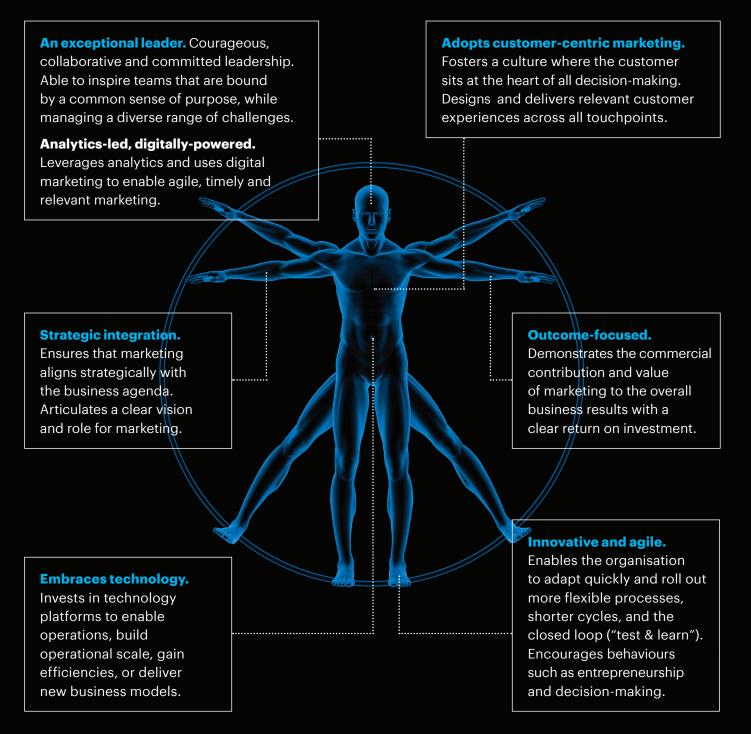
## > accenture

## WHAT DOES THE CMO OF THE FUTURE LOOK LIKE?



**Talent as a key priority.** Scarce skills are consolidated in-house and complemented with external ones. Recognises and nurtures talent, attracts and motivates high-quality people.

Source: The Race is On – The CMO of the Future 2019