

# Marketing & Leadership Lessons from the World's Most Influential CMOs

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Rival

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I've spent a lot of time  
interviewing CMOs...

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Varo

ACTIVISION

who gives a crap



The New York Times



120 episodes  
30 roundtables  
5 playbooks

Uber



VISA



Google



Robinhood



NASCAR

purple

Here We Flo



What are the patterns we see?

# What are the mental models and habits of successful CMOs?

What are the differences  
between challengers and  
incumbents?

# 3-5 Things

Think about 3-5 specific things you want to do differently based on what I share today...

# A bit about me...





# A bit about Rival...

- Our mission is to understand and enable the growth of challenger brands
- What does the modern McKinsey for CMOs look like?
- We work with start-ups to help them scale and incumbents to help them innovate
- Rival Media is a mini media company for challenger marketers



# 10 Lessons

- 💡 Overview
- 🎧 Examples (with links!)
- 👉 How to Apply



Don't forget about your 3-5 things...

# 1. Have a framework for innovation

# Have a framework for innovation

💡 Innovation is something you need to program yourself and your team for.



eos

GE



👉 Set a 5-10% quarterly “innovation budget”

# 2. Relentlessly focus on the customer

# Relentlessly focus on the consumer

💡 Make marketing an R&D function and put yourself on the front line.



Martin  
Lindstrom

Note-  
worthy



👉 Spend “more than none” time with your customers or members

# 3. Seek out different perspectives

# Seek out new/different perspectives

💡 Don't get stuck in an ivory tower.



Rory  
Sutherland

Pepsi



👉 Learn about one new brand outside of your category/market every month





# 4. Move fast on the things that matter

# Move fast on the things that matter

💡 Speed is a massive competitive advantage.



Podium  
Nutrition

Gary  
Vee



👉 Come up with 3-5 ways to make your team move faster.

# 5. Be creatively brave

# Be creatively brave

💡 Creativity is what leads to breakthrough results.



Mint  
Mobile

Magnolia  
Bakery



👉 Ask for one idea in every set that makes you uncomfortable.

# 6. Do the work around the work

# Do the work around the work

💡 Perception and behavior change internally is half the battle.



Gymbox

Huawei



👉 Learn and speak the language of the c-suite.

# 7. Differentiation is everything

# Differentiation is everything

💡 Great brands are built on points of difference, not points of relevance.



Who Gives Here We  
a Crap Flo



👉 If you took your logo off your marketing, could it be your competitor?



# 8. Double down on the data

# Double down on the data

💡 Customer data and martech are both the foundation and the frontier of modern marketing.



Resident  
Home

Bloom &  
Wild



👉 Get more data DNA into your team



# 9. Stay on top of your craft

# Stay on top of your craft

💡 This industry doesn't stand still so you can't either.



Mastercard Hubspot



👉 Spend 30 mins/week on the thing that the next generation of you will need to know.



10. Love what you do.

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# Love what you do

💡 There's no substitute for passion and curiosity.



👉 Get inspired!



What are your 3-5 things?

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# 1. Keep learning

Don't get static, don't get stale.  
Find your sources of  
inspiration and insight and  
keep the ideas flowing.

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## 2. Do a “scratch” plan

Challenger growth comes from gap between what you're doing and what you'd do if you started again.

# 3. Differentiate

...the whole marketing supply chain – data/tech, insight/ideas, activation/distribution, learning/evolution.

# Questions?



**Scratch  
Podcast**



**Content  
Hub**



**Amp  
Community**

#fbforum

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# Thank you!



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