

# The Pinnacle: How to get to the top in B2B marketing

 B2B Marketing

Insight · Development · Training · Events

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# Career Acceleration Guide

- Help marketers climb the ladder
- What makes successful marketers
- Which skills you need to get to the top



- How long it will take for you to get there
- What are the likely hurdles and obstacles you will face



## How long does it take to get to the top?

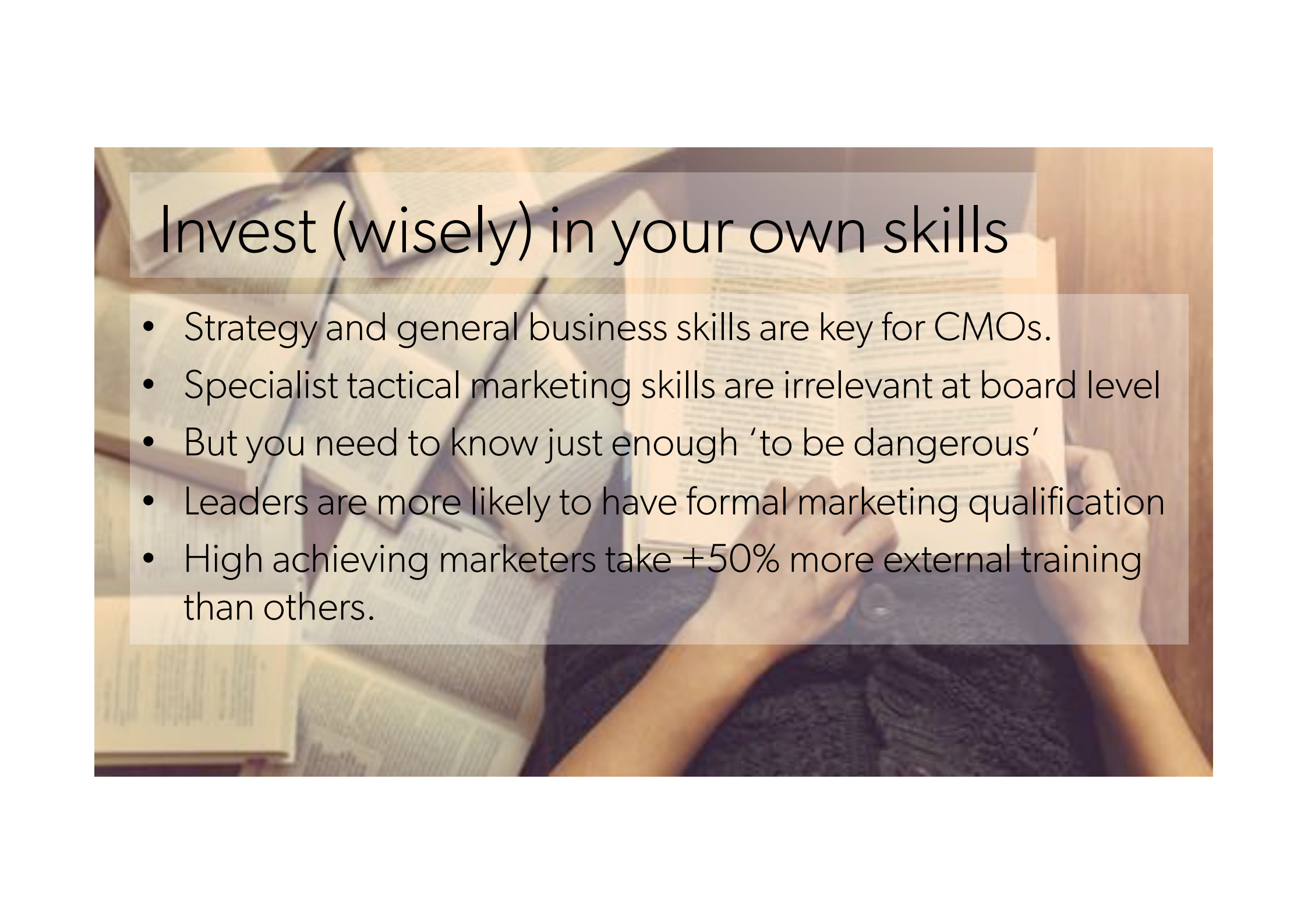
- 13 years from marketing assistant to director
- Average tenure for marketing manager: six years
- Expect to be at least 35 before you are a 'Head of'
- Marketers are late starters – they only become execs by the time they are 27.



# What gets you ahead in the career race?

- Going the extra mile
- Being pragmatic + flexible

- Great communication skills
- Twitter!

A background image showing a person's hands holding and reading a newspaper. The newspaper is spread out on a surface, and the person's hands are visible at the bottom of the frame. The text is overlaid on a semi-transparent white box.

# Invest (wisely) in your own skills

- Strategy and general business skills are key for CMOs.
- Specialist tactical marketing skills are irrelevant at board level
- But you need to know just enough 'to be dangerous'
- Leaders are more likely to have formal marketing qualification
- High achieving marketers take +50% more external training than others.

# Invest in your personal brand



- Get active on social
- Find your voice

- ABC – always be connecting
- Identify internal influencers

# Proactively manage your career

- Create a plan – set a destination and plan a route
- Go the extra mile
- Understand your value chain
- Keep the right company
- Find a mentor.

# Don't worry if...

- You've taken a career break
- You came to marketing late
- You're not creative
- You're not a specialist





# 1. Curiosity

“It doesn't matter whether you learn at university, via courses or are self taught. The key is to read and be on top of the latest trends every day and put all your knowledge into action to actually test what works.”





## 2. Speak their language

“Make sure you’re able to talk the language of business – show tangible, quantitative results for marketing activities.”

### 3. Drive and empathy



“Determination and ambition are crucial. These must be combined with a collaborative approach to leadership and a high degree of emotional intelligence. The ability to win the trust and respect of others is fundamental to sustained success.”

A photograph of a city street at dusk or dawn. The street is paved with cobblestones, and a large white arrow is painted on the pavement, pointing towards the viewer. In the background, there are cars and pedestrians, and the street is illuminated by warm, golden light. The overall scene suggests a path or direction.

## 4. Willingness to pivot

“Organisations change constantly, and consequently structures, roles and responsibilities do too. It’s important to recognise when it’s time to move on in order to progress. It can be easier to maintain the status quo but this can cause career problems later.”



## 5. Calmness under pressure

“It’s important to be calm and unflappable but quick to react where required.”

# If you want to succeed in B2B marketing:

- Be adaptable
- Be open
- Be focused

- Be engaged
- Be confident
- Be passionate



Want to  
know more?

Read the  
report



Thanks for listening!  
Any questions?

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