



# CMO Spotlight

Participant Guide





# Welcome

At Setup, we celebrate marketing leaders driving innovation, shaping industries, and making a positive impact. The CMO Spotlight Series offers a platform for senior marketers — CMOs, VPs, and SVPs — to share their leadership journeys, values, and strategies with a broad audience. While the series is designed for top-level leaders, the content inspires the entire marketing community. With **over 100 CMOs already featured**, we look forward to welcoming you to this vibrant community!

[CMO Spotlight FAQs](#)



# What to Expect

## Interview Format

**Duration** → We book 45 minutes to allow for a 30-minute recorded interview plus time for casual conversation before and after.

**Platform** → Conducted via Zoom with Joe Koufman, Setup Founder + CEO, or Amanda Thompson, President.

**Preparation** → We'll provide questions in advance so you're fully prepared.

**Focus** → Leadership journey, marketing strategies, personal stories.

## Before Your Spotlight

Please plan to join from:

- A quiet spot with minimal background noise.
- Strong Wi-Fi connection.
- A microphone (earbuds are fine).
- Good front-facing lighting so your video looks clear and professional.

## Cost

There is **no cost to participate** in the CMO Spotlight.

## Distribution

Your interview will be shared broadly to elevate your story and leadership:

- [Setup's blog](#), **LinkedIn**, **YouTube**, and monthly newsletter.
- Repurposed into **short-form videos** for social channels.
- Featured in **Marketer Mashups**, our compilation series highlighting leadership themes across multiple CMOs.

# Sample Interview Questions

## Leadership

- How did your career path lead you to your current role?
- What advice would you give to someone starting their marketing career?
- What values guide your leadership and team building?
- How do you collaborate with marketing agencies?

## Industry Specific

- How do emerging technologies like AI shape your marketing?
- How do you balance engagement with compliance?
- How do you use storytelling to connect emotionally?
- How do you deliver omnichannel experiences?

## Results

- Which campaign or program taught you the most — whether it was a big success or a challenge?
- How do you demonstrate the value of marketing to the rest of your company?

## Fun/Creative

- What brand (that you've never worked on) do you most admire and why?
- What book, movie, or quote inspires you in your leadership?

# Spotlight Benefits

## Visibility

Reach 10–20,000 marketers per episode across blog, social channels, and newsletter.

## Thought Leadership

Join 100+ CMOs who've shared their leadership journeys with the marketing community.

## Industry Recognition

Gain recognition for your impact and contributions on a respected, visible platform.

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“Being featured on the CMO Spotlight Series allowed me to share the values that drive my leadership and connect with a wider audience of marketers.”

– Jonathan Adashek, IBM

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“Collaboration and making sure everyone is heard is a big priority for me.”

– Joanna Irwin, Randstad

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“I lead with transparency, resilience, and empathy.”

– Leana Less, Aveda

# Let's Get Started

We're excited to share your leadership journey with a community of peers and industry influencers. Your insights and perspective will inspire others and help build a more connected, innovative marketing industry.

**Secure your CMO Spotlight interview today!**

**[Schedule Your Interview](#)**

## Quick Links

What more information?

- Email us at → [info@setup.us](mailto:info@setup.us)

Want to see who else has been featured?

- Visit → [CMO Spotlight Archives](#)

Know a stand out marketer that deserves the spotlight?

- → [Submit a CMO Spotlight Nomination](#)