C(AI)MO

CHEAT SHEET

The 10x CMO for the AI Era

$C = (AI)^2 \times M \times O$

C = Command · you run the machine

$(AI)^2$ = Artificial Intelligence × Augmented Intuition

M = Mastery (T-shaped) · O = Ownership (the number)

Solve for C.

1 · THINK

The T-Shaped Marketer

- Fluent across every discipline
- Expert depth in 2-3 verticals
- AI fluency = new base of the T

2 · OWN

The Chief GTM Officer

- One system: mkt + sales + RevOps + CS
- Owns pipeline, CAC, payback
- Hands inside the stack: CRM, Clay, n8n

3 · BUILD

The Chief AI Officer

- Ships agents into production
- Governs AI risk: brand, EU AI Act
- Monthly teach-downs for the team

THE REVENUE REFINERY — THE PIPELINE YOU COMMAND

Strategy — plays, CRM, tools, lead allocation → **Aggregation** — TAM, signals, contact sourcing → **Enrichment** — AI research, workflows, scoring → **Activation** — email + LinkedIn at scale, AI flows → **Communication** — GTM calls, PM, reporting loop

Maps onto the weekly cadence: Monday council = Communication · Tue-Thu build blocks = Aggregation / Enrichment / Activation · Friday review = Strategy

THE 8 BUILDS — EVERY COMPANY ENDS UP NEEDING THESE

1 Inbound Orchestration — capture, qualify, route, follow up

2 TAM Sourcing — ICP, lists, lookalikes, stakeholder map

3 CRM Enrichment — validate, enrich, score, segment

4 Automated Outbound — copy + email, calls, LinkedIn, CRM sync

5 Signal Tracking — 1st / 2nd / 3rd party signals, live

6 Content Engineering — mine calls, objections to calendar

7 LinkedIn Engagement — engagers to tiers, AI qualification

8 ABM Ads — account scoring, tiered lists, ad motions

3 roles in the system: the Tier 3 Build Sprints menu · the certification exam (ship one Build) · the community library

CAMPAIGN PLAYS (THE LIBRARY)

Job changes of champions · Closed-lost reopens · Mutual VC portfolio · Integration overlap · Customer alumni · Competitor-page followers · Raised a new round · Hiring / open jobs · G2 profile visits · Brand mentions · New ICP hires · Using specific tech

HIRING RED FLAGS

- "AI-curious" with zero shipped artifacts
- Tool-collector CV: 20 logos, no outcomes
- Cannot link marketing to revenue in 1 sentence
- Believes own skills need no update (the blind spot)

76% — orgs now have a Chief AI Officer (26% a year ago)

15% — of CEOs rate their CMO as AI-savvy

2x — GTM engineer hiring, 2 years in a row

$250K — one merged seat replaces $700K+ of three

C(AI)MO · An AI CMO is not a software. It is an executive who runs the software.

You are the m. · Solve for C.