

TOMORROW



CMO

The Aspiring CMO Resource Guide

Everything Worth Reading, Joining and Internalizing on the Path to the Top

www.tomorrowcmo.com

This guide is for *Tomorrow's* CMO.

You're the VP of Marketing two years out from your first seat at the executive table. Or the Senior Director who keeps getting asked to "think more strategically," but nobody's shown you what that actually looks like in practice. Or the Director of Demand Gen who runs programs like a CMO but carries a title three rungs down.

This guide was curated the way you'd want someone to curate it for a version of themselves ten years ago: with opinions, without filler, and without the twenty-seventh recommendation to read Simon Sinek.

6 categories · 6 newsletters · 4 podcasts · 3 communities · 7 books · 5 voices · 4 frameworks

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SECTION 01

NEWSLETTERS WORTH YOUR MORNING

Five reads that move your thinking forward.

01

Exit Five

exitfive.com

Dave Gerhardt's newsletter, read by 40,000+ B2B marketers. Closest thing to a trade publication run by someone who gives a damn. Subscribe before you need it, not after you get the job.

BEST FOR

B2B marketing career development, full-funnel view

MKTl

mktl.co

Emily Kramer writes the marketing strategy course no business school offers. Framework-heavy, concrete, and built around the real decisions marketing leaders face.

BEST FOR

Marketing architecture, B2B strategy, ICP-first thinking

Behind the CMO

behindthecmo.com

Built for people who lead marketing *and* people who aspire to. Cuts through tactical noise with frameworks designed for CMO-level decisions, not team-level execution.

BEST FOR

Strategic frameworks, CMO-level intelligence

Lenny's Newsletter

lennysnewsletter.com

Technically about product management and that's exactly why every aspiring CMO should read it. The best CMOs think about marketing as a system, not a department. Lenny's frameworks for growth loops and retention translate directly to how a great CMO runs the funnel.

Marketing Brew

marketingbrew.com

You don't need to read every edition. But you should be subscribed. The fastest way to stay current on industry-level moves, which matters when your CEO forwards an article and expects you to have an opinion before the meeting ends.

+ TOMORROW CMO

tomorrowcmo.com

Field Notes, OPERATOR Files, and frameworks for marketing leaders at every stage of the path. Written from inside the journey, not looking back from a distance.



SECTION 02

PODCASTS FOR THE DRIVE HOME

Four shows worth re-listening to on a long flight.

02

ABM Fridays

[B2B Fusion](#)

The brainchild of ABM thought leaders that takes the casual Friday approach to the foundations of the entire B2B spectrum. From career direction to program-level post-mortems, Jon and Megan keep things flowing for leaders winding down the week.

Lenny's Podcast

lennysnewsletter.com/podcast

The CMO who can speak fluent product earns a board seat. Lenny interviews the best operators in tech, most of whom think across functions. This podcast gets you there faster than any MBA program.

Marketing Against the Grain

[HubSpot Podcast Network](#)

Two CMO-level leaders working through the same questions you'll face - and productively disagreeing. Strong episodes on brand investment, AI in marketing, and the future of demand gen.

CMO Moves

[CMO Moves](#)

Sitting CMOs on how they got there, how they think, and what they'd do differently. The pattern recognition you build across 30 episodes about what the role looks like from inside is the value.

SECTION 03

COMMUNITIES WORTH THE INVESTMENT

Three with real return on your time and money.

03

Wynter

wynter.com

Free Tier Available

Testing, learning, events... Wynter is the hands-on environment that welcomes all elements across the B2B ecosystem. Utilize the community to ground your new executive-level messaging, or become the feedback-giver yourself.

BEST FOR

Practical application, community

CMO Coffee Talk

6sense.com/cmo-coffee-talk

Free Upon Approval

Exclusive leadership roster that shares crowd-sourced topic hacks and creates an open space to ask questions and learn from hands-on subject matter experts and CMOs “in the trenches.”

BEST FOR

Executive peer network, CMO programming

CMO Alliance

cmoalliance.com · Free + Paid

Free Tier Available

Strong research output, global membership, and programming designed for senior marketing leaders. The free tier is genuinely useful. Paid unlocks content that justifies the cost six to twelve months out from a CMO role.

BEST FOR

Global CMO network, frameworks, research

SECTION 04

THE READING LIST

Seven books filtered for the CMO path specifically.

04

1

Obviously Awesome

by April Dunford

The best book on positioning ever written, by the person who actually does it at the enterprise level. If you can't articulate how your product is positioned (not described, positioned) read this before your next interview.

2

Playing to Win

by A.G. Lafley & Roger Martin

Where to play, how to win. Sounds obvious until you realize most marketing plans have no real answer to either question. This framework clarifies the most important questions before you write a single strategy doc.

3

Crossing the Chasm

by Geoffrey Moore

Older. Still correct. If you'll lead marketing at a B2B technology company, this book explains the gap between early adopter traction and mainstream scale better than anything written in the last thirty years.

4

The Challenger Sale

by Dixon & Adamson

Technically a sales book. Practically the most important book on marketing-sales alignment. Explains why your content and messaging either accelerates the sale or stalls it.

5

Demand-Side Sales 101

by Bob Moesta

Jobs to Be Done applied to sales and marketing. Customers don't buy products, they hire them. More useful than most GTM certifications.

6

Radical Candor

by Kim Scott

The best feedback framework available. The CMO's job is 60% communication and influence: with their team, CEO, board, and peers. This makes you better at all of it.

7

Thinking in Bets

by Annie Duke

Good decisions don't always produce good outcomes. For a function where attribution is murky and results lag decisions by six months, this reframe is genuinely clarifying.

SECTION 05

LINKEDIN VOICES WORTH THE NOTIFICATION

Five accounts that consistently cut through the noise.

05

Evan Hughes



Hired., Refine Labs

Years of marketing leadership experience and a surrounding community, supporting aspiring leaders with “from the field” experience.

Lisa Cole



The LIMITLESS CMO

Committed to expanding the ways marketing (and executive) leadership understands its problems and diagnoses the fix. Earnest and relatable.

Kerry Cunningham



6Sense

Prolific and relentless, Kerry’s drive for buying group adoption is itself a cottage industry. Great example of smart marketing leading the way.

Jeff Lash



Product leader, research veteran

Successful marketers must be in lockstep with leaders in Product. Jeff offers (sometimes daily!) tips on how portfolio and product is done right.

Megan Heuer



ABM Pioneer, fmr. SiriusDecisions

The clearest voice on account-based strategy and go-to-market alignment in B2B. If you work in B2B and you haven't followed Megan, you are missing something.



SECTION 06

FRAMEWORKS WORTH INTERNALIZING

Four mental models to master before you take the seat.

06

Jobs to Be Done

Bob Moesta · Clayton Christensen

Customers don't buy products... they hire them to make progress in a specific context. Apply this to ICP development, messaging, and content strategy and everything you build changes.

OPERATOR

Tomorrow CMO

Tomorrow CMO's home-brand framework, that applies to every campaign- and program-level outcome desired. More specifically, a framework for turning marketing into a revenue system.

Marketing-Sales Handoff Audit

Field-developed

Map every step of the funnel: where does marketing's ownership end and sales' begin? Where does attribution break? The CMO who diagnoses the handoff before anyone asks is already operating above their current role.

Brand vs. Demand Investment Ratio

Binet & Field

Most B2B companies under-invest in brand and over-invest in short-term demand gen, compressing long-term pricing power. Understanding this ratio - and arguing for it with a CFO - is one of the clearest signals a marketer is ready for the full CMO role.

TOMORROW CMO

The CMO title isn't a credential you earn by accumulating enough experience.

It's from repeatedly engaging the gap between what you know and what you need to know.

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