

Growth Team Membership™ 2009 Research Agenda for North American Marketing Executives

Supporting the CEO's Growth Team™

The Growth Team Membership™ focuses its services on the eight functions that CEOs most rely on to shape and execute their growth strategy.



The Growth Team Membership™ (GTM) is an annual subscription program that supports the individual members of a CEO's executive team (the Growth Team™) in achieving their company's top-line growth objectives. GTM is designed to increase the effectiveness, productivity and impact of members.

Key Challenges Facing North American Marketing Executives in 2009

Each year, we survey marketing and other executives in the membership to identify their most pressing business issues and challenges. This ensures our best-practices research agenda focuses on our members' most urgent priorities. The following are the most prominent and widely shared issues identified by marketing executives.



Measuring marketing spend efficiency and effectiveness



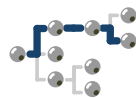
Identifying new, adjacent market opportunities



Identifying customers' preferences and needs



Improving Sales and Marketing integration



Enhancing the pace of new product and service introductions



Equipping Sales to profitably sell solutions

Members can visit the GTM Survey and Results Center to view survey results and participate in the ongoing surveys. (www.frost.com)

Your Priorities Drive Our Research

The survey results create a member-driven research agenda for GTM. We will now conduct research to identify the best practices that address the key challenges identified in the survey.

CONTACT US

If you have any questions about GTM, the agenda or the survey results, please contact GTMResearch@frost.com