



HUDDLES INSIDER OVERVIEW

“One measure of CMO greatness is how many marketers you inspire and empower to take on the top role.”

— Drew Neisser, Founder

Why Huddles Insider?

The path to becoming a CMO is as varied as it is muddled. Many #2s find themselves pigeonholed as specialists and struggle to get the breadth of exposure they need to move into the CMO role. The Huddles Insider program addresses these challenges head on, providing a safe space for aspiring CMOs to **share**, **care**, and **dare** each other to the next level.

Benefits

Here are 3 ways Huddles Insider program supports aspiring CMOs:

- **Insider Insights:** Instead of just observing your CMO, you'll get an inside look at the everyday challenges of a wide range of B2B CMOs. These insights will be gleaned from our always-on Slack channel, Huddles recaps (2x/month), and the monthly Huddle Up newsletter and monthly Bonus Huddles (features topical marketing experts).
- **Insider Networking:** You'll meet virtually with peers 3-4 times a year to share your challenges in your own Insider Huddles. You'll be encouraged to connect with fellow Insiders to set up your own 1:1s.
- **Insider Guidance:** In addition to your 1:1 coaching session with CMO expert Drew Neisser, you'll be able to attend Career Huddles which offer practical guidance on topics like personal brand building, presenting, leadership, and more.

Expert Moderation

All huddles are moderated by Drew Neisser, who has extensive experience working with hundreds of innovative CMOs in various roles as an agency owner, columnist, podcaster, marketing executive, and founding partner of The CMO Club. Drew's also the author of [Renegade Marketing: 12 Steps to Building Unbeatable B2B Brands](#), as well as over 600 CMO-based pieces of content including podcasts, videos, articles, blogs, speeches, and newsletters. His goal is to extract insights senior marketers will cherish, keeping conversations focused on real-world experiences and free of opinion-based conjecture.

Huddles Insider Plans

- Monthly: \$120
- Annual: \$1200 (save 2 months)

Convenient Links

- [Apply for membership](#)
- [The CMO Huddles Hub on YouTube](#)
 - [CMO Huddles explainer video](#)

What Huddlers Are Saying

- “CMO Huddles has been the single best group I've joined in my entire career.”
- “I get inspired at every huddle.”
- “I've yet to walk away from a huddle without a few great ideas that I can put into practice.”
- “Yesterday's session felt like a cross between an executive workshop and a support group, and Drew is a terrific moderator.”
- “My team saved countless hours of research when one CMO shared her vendor analysis.”
- “CMO Huddles have been a wealth of info and a lifeline for me!”
- “Drew is a true pro at keeping the conversations lively, interesting, and on point.”

CMO Huddles Advisory Board

- Denise Vu Broady, CMO, Collibra
- Narine Galstian, CMO, SADA
- Dan Lowden, CMO, Blackbird.ai
- Chandar Pattabhiram, CMO, Coupa
- Chip Rodgers, Chief Partner Officer, WorkSpan
- Gabi Zijderveld, CMO, Smart Eye



- Christopher Willis, Chief Marketing & Pipeline Officer, Acrolinx

CMO Huddles Diversity Taskforce

- La Toya Hodge, CMO, Cappfinity
- Deidre Hudson, former CMO, Payability
- Carlo Cadet, former CMO, Cytracom
- Natalie Gullatt, Founder & President, Black Marketers Association of America