

The B2B Marketing career acceleration guide

Executive summary

On paper, the career trajectory of the B2B marketer looks relatively simple. Put in enough hard work and after a few years you can expect to move from marketing executive to marketing manager and beyond. But behind every CV, there's a different story. Some B2B marketers have joined the fold as a result of a career change, while others have grafted at university before working their way up the ranks.

So, what does success actually look like in B2B marketing? Which skills and qualities do you need to reach the top? This is what we've set out to explore in this brand new piece of research. We've surveyed more than 200 B2B marketers from a range of backgrounds in order to find out. We've also uncovered which factors B2B marketers feel are important to career progression, what differentiates the fastest-progressing marketers from everyone else, and where junior marketers tend to have a (surprising) edge.

Section 1: Key stats

A snapshot of the key stats from the report.

Section 2: The B2B marketing career path

In this section we take a look at the average B2B marketing career, including how long it takes to get to the top and what the average B2B marketer looks like at each stage of their career. We reveal the age of the average CMO and how many hours you can expect to work per week, depending on your seniority.

Section 3: Eight steps you can take to get ahead

Here we examine the eight key things every marketer can do to get ahead, based on the findings of the research. Find out which skills are crucial to getting that next promotion, whether professional qualifications are worth investing in and which are the most effective ways to build your personal brand. This section also considers the value of planning your career and the extent to which the company you work for contributes to success.

Section 4: Your career acceleration plan

This section provides you with inspiration and specific, actionable steps you can take to accelerate your career progression, depending on your level of experience. In addition, this section contains a guide to planning your career, which will help you turn your ambitions into tangible short-term and long-term goals.

The secrets of professional success: Andrew Dalglish, Circle Research

Andrew Dalglish, director at Circle Research, explores some of the other secrets of professional success revealed by CMOs within our research.