

EMBARGO UNTIL JUNE 19, 2025, 12 AM ET

Institute for Real Growth and Oxford Saïd FOMI Announce 'Marketing2030' Initiative to Define the Future of Marketing

Marketing2030 will convene a collective of leading Marketing industry practitioners, experts, and influencers to identify the marketing strategy, structure, capability, and CMO leadership characteristics required for winning in the future.

Cannes, June 19, 2025—During its opening session at the Cannes Lions, the Institute for Real Growth (IRG) announced the launch of a new collective Marketing industry thought leadership initiative, Marketing2030.

In today's rapidly evolving world, stakeholder expectations about business and brand value creation are shifting unprecedentedly. In response, the role of Marketing is transforming rapidly, yet the way the function is structured and the development of its capabilities are struggling to keep up.

Marketing2030 will identify the Marketing strategy, structure, capability, and CMO leadership required to drive sustained business growth and win in the future.

"The M2030 initiative convenes a unique collective of Marketing industry organizations, senior CMO practitioners, leading creative thinkers, data analysts, and technology pioneers. Together, we will determine what it takes to win in the future," says IRG Founder Marc de Swaan Arons.

This seminal industry initiative will deliver CMOs with strategic insights and practical guidelines. Marketing2030 will provoke and guide industry discussions on the future of global marketing, leveraging the IRG global marketing collective to identify early wins, proven best practices, and practices to emulate.

"M2030 will identify the most significant shifts reshaping the business and Marketing world and explore how these changes redefine the future role of Marketing and the CMO," says Andrew Stephen, L'Oreal Professor of Marketing at the University of Oxford.

The Marketing2030 team, led by former Britvic and Heineken CMO Cindy Tervoort, includes IRG strategy and Oxford University research leaders and is supported by insights, finance, technology, media, creative, content, organizational, leadership, and engagement experts from Ipsos, the Brand Finance Institute, Google, WPP Media, VML, Spencer Stuart, and SY Partners.

Marketing2030 is supported by a world-class Challenger Board consisting of Adi Ignatius (HBR), Anda Gansca (the Knotch), Antonio Lucio (HP), Asmita Dubey (L'Oreal), Brian Lesser (WPP Media), Deepak Chopra (Cyberhuman.ai), Khensani Nobanda (Nedbank), Marie Gulin-Merle (Google), and Marcel Marcondes (AB InBev).

A Marketing2030 Leadership Council of 25 leading global CMOs from the IRG alumni network of 850 CMOs will steer the development of new real-world learning and best practice case studies.

The Marketing2030 Collective includes leading global Marketing industry organizations, including the ANA, 4As, the IAB, IAA, the IPA, Lions, Marketing50, Marketing Academy, The Marketing Society, Virtuosi LEAP, and the Institute of Advertising Ethics.

Marketing2030 publication partners include Adweek, Adformatie, Brand Week Istanbul, and The Drum. Academic partners include the Oxford University Future of Marketing Initiative, Chinese Business School CKGSB, the Rotterdam School of Management at Erasmus University, and the Yale Program on Stakeholder Innovation and Management.

"Marketing today stands at a pivotal crossroads. Our challenge is to rise to the occasion and lead with ambition. Marketing2030 is not just about tracking the future of marketing... we are building it together," says M2030 Lead Cindy Tervoort

The Marketing2030 initiative will run from June 2025 to June 2026, with a continuous stream of learning starting in the fall of 2025. To learn more about Marketing2030, join the Marketing2030 Collective, and contribute your expertise and experience, please visit www.marketing2030.com.

About the Institute for Real Growth (IRG)

The Institute for Real Growth (IRG) purpose is to increase CMO personal, business, and societal impact by driving more Humanized Growth. The IRG develops global marketing thought leadership, offers CMO leadership programs, and hosts CMO events globally to help connect CMOs to peers, experts, and best practices. The IRG operates as an independent and not-for-profit organization and is supported by WPP, Google, Ipsos, and TCS.

About the University of Oxford Saïd Business School Future of Marketing Initiative (FOMI)

The Oxford Future of Marketing Initiative (FOMI) brings world-class business academics and senior executives from some of the world's largest companies together to address complex business challenges within the domains of marketing, advertising, media, communications, and technology. FOMI exists because of the need to infuse marketing practice with evidence-based solutions to complex business problems. No one academic or practitioner should do it alone as they approach these issues. Instead, we believe that collaboration, knowledge, experience sharing, and scientific research are the ways to move the marketing discipline forward in a data-fueled, technology-focused world.

Media Contacts

Monica Bernal, Institute for Real Growth
Email: monica@instituteforrealgrowth.com
Phone: + 1 917 476 7114

Michelle Thorpe, Oxford Saïd FOMI
Email: media.office@sbs.ox.ac.uk
Phone: + 44 7525 141 698