

# CMO FORUM MIDDLE EAST

## Marketing Leadership Under Pressure

**Closed-door. Peer-level.**  
*April 29, 2026*



# **OLFA MESSAOUDI**

**ABG Vice Chair  
CMO FORUM Chairperson  
CDMO, L'Oreal**



**WHAT GOT US HERE AS CMOs  
WILL NOT GET US  
WHERE WE NEED TO GO NEXT**



***WE ARE ENTERING A NEW ERA  
WHERE CMOs ARE NO LONGER  
JUST SHAPING BRANDS, WE ARE  
SHAPING GROWTH &  
TRANSFORMATION***



# CMOs AT THE CENTER OF THE TRANSFORMATION

## *Navigating a faster, More complex World*

- We are operating in a world of **permanent acceleration**
- **Platforms, media** and **tech** are constantly shifting
- **Consumers, culture** and **commerce** are evolving in real time
- **AI** is **redefining** how we create, decide and scale

The **CMO** role is **expanding** from **brand building** to **growth & transformation leaders**

C1 - Internal use



**/// WE ARE EXPECTING  
TO DRIVE IMPACT  
WHILE NAVIGATING  
COMPLEXITY. ///**



**// NO ONE HAS  
ALL THE  
ANSWERS  
ALONE. //**

# WHY ARE WE HERE TODAY

***From Meeting To Meaningful Conversation***

*Not an other reporting forum*

*Not a status update session*

- A space to **step back** from daily pressure
- **Share** openly successes & challenge
- **Identify** real opportunities ahead

# THE AMBITION: LEVERAGE THE POWER OF COLLECTIVE INTELLIGENCE

*Stronger Together, Moving Faster*

- Think **bigger** than our **own scope**
- **Challenge perspectives** openly
- **Share** what truly drives **impact**
- **Turn** learning into faster **decisions**





# WHAT WE'RE SEEING ACROSS THE REGION POST CRISIS ( *Pulse survey* )

**90%**

*of leaders  
prioritize  
growth*

**60%**

*have already  
adjusted plans  
or investments*

**65%**

*highlight  
balancing  
short-term  
and long-term  
as a key  
challenge*

**||** *the mandate  
hasn't changed  
the  
expectations  
around  
delivery have.* **||**



**WE ARE HERE TO  
KEEP UP WITH THE FUTURE OF MARKETING  
IN THE GCC.**

**WE ARE HERE TO LEAD IT TOGETHER.**

# CMO Forum Middle East

April 2026



**Thank you for being part of  
ABG's CMO Forum.**

We'd love to hear your thoughts  
and ideas. **Scan the QR code** to  
share your feedback.





MARKETER OF THE  
FUTURE CMO FORUM / *abg*