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# WE MOVE IDEAS.™

## PAN

### 2021 CMO Predictions

Empathy, Creativity and Connectivity Will Ignite Purpose-Driven Experiences

> See what industry experts have to say



51% of people expect brands to publicly announce actions being taken to make their company more diverse and inclusive

Back by popular demand! This year's predictions offer insights from a variety of marketing influencers, including Larry Kim, Tamara McCleary, Matt Heinz and Gini Dietrich, to name a few. **With the emphasis on emotional connections doubling in 2020**, a vast majority of participants cited empathy and value-driven marketing as a top priority for 2021. Interested in hearing what else your marketing peers had to say about the upcoming year?

[View the Infographic Now](#)

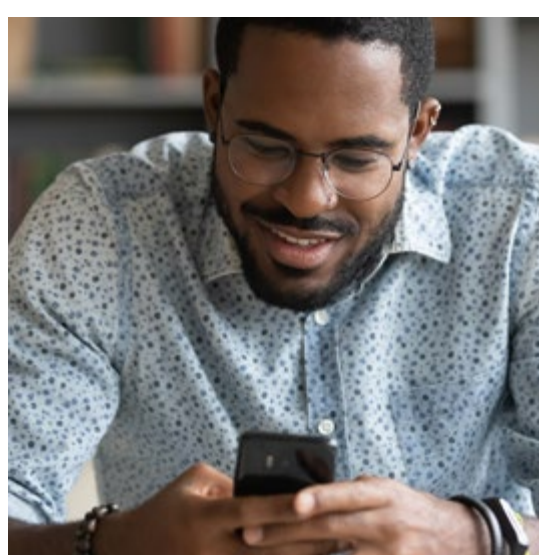
Our PAN Communications team wishes you and your loved ones a happy holiday season and new year!



#### How VC Trends Have Increased Marketing Expectations

The VC market has begun to rebound from the pandemic, and marketing and PR pros are realizing this will impact them in a big way. This blog discusses how a strong inbound marketing strategy can support the department's role in lead generation efforts.

[Learn why marketing should lead sales in the new year.](#)



#### How an Integrated Strategy Supports Rapid Growth

GYANT's new virtual assistant offers solutions for doctors and patients during COVID-19. To spread awareness for its technology, the team implemented a media relations and thought leadership strategy that supported rapid growth.

[Discover how the brand found opportunity during a challenging time.](#)



#### How the CMO Role is Being Supercharged During COVID-19 and Beyond

This Inc. article reviews how the CMO role is central to customer experience, creativity and ideation.

[Learn more](#)



#### The Information Sources B2B Tech Buyers Rely On

As your tech brand solidifies marketing plans for the new year, consider this buyer data to inform your content.

[Learn more](#)



#### How to Poise Your Business For Success (And Survival) In the COVID Economy

Actionable steps your team should be taking to join the ranks of growth-minded brands during COVID-19.

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