Cognizant’s Center for the Future of Work: 21 Marketing Jobs of the Future

Cognizant Center for the Future of Work

Cognizant’s Center for the Future of Work recently published the whitepaper, ***21 Marketing Jobs of the Future: A Guide to Getting and Staying Employed – in Marketing – for the Next 10 Years***. The paper looks how the role of marketing is changing with the use of algorithms and data intelligence and suggests what positions will soon be prevalent in the field.





Ben Pring, VP, Director CFoW and Euan Davis, AVP, CFoW

“The business of marketing is now fiendishly complex to master,” write Ben Pring, Vice President, Director of Cognizant’s Center for the Future of Work (CFoW) and Euan Davis, Associate Vice President, CFoW. “One misguided step, and brands that have taken years to build can suffer catastrophic damage, with customers fleeing to a competitor.”

At the root of the successful marketer is an agile mindset and an ability to adapt to consumer dynamics that can switch at warp speed. Smarter, faster and better equipped than their competition, they can deal with shifting consumer sentiment in a matter of hours, if not seconds. They experiment with a host of tools and technologies to test and unpick customer motivations, track the path to purchase, shape emerging market niches and turbo-charge the customer and brand experience. Technology is opening up a world of possibilities for CMOs and their teams. Quite simply, concerns about a ‘jobless future’ in marketing really do miss the mark.

The CFoW’s latest report proposes 21 new jobs that will emerge over the next 10 years and become cornerstones of the new CMO mandate. In producing this report, they imagined the many jobs that could emerge within the major macroeconomic, political, demographic, societal, cultural, business and technology trends observable today, such as the rise of circular economies; the growth of hyper-personalisation; rising populism; ageing populations; sustainability; data; ethics; robots and machines; automation; AI; biotechnology; and virtual reality.

Click here to read the full report.

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