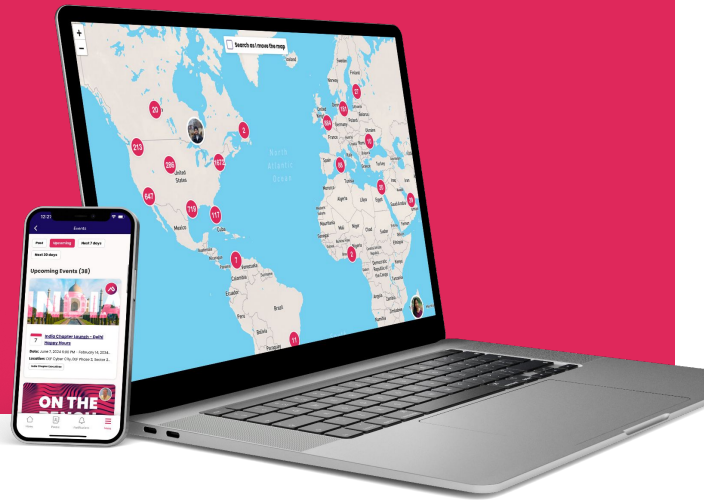




CMO School

Shape the future of growth with leading GTM marketing leaders at Pavilion.



What to expect from CMO School.

CMO School is an 8-week live program designed exclusively for Executive Members looking to grow their strategic influence, align their teams, and elevate marketing as the engine of business growth.

You'll learn how to:

Build trust in the boardroom and position marketing as a growth driver.

Prove the ROI of your marketing efforts with data-driven strategies.

Lead with confidence across brand, demand gen, and product marketing.

What makes CMO School stand out.

There are many programs to learn about becoming a leading CMO, but here's why Pavilion stands above the rest.

Built by real marketing operators.

Learn from CMOs and marketing leaders who've led world-class teams and influenced C-suite decisions—no consultants, no fluff.

Executive-level focus to drive measurable growth.

Gain frameworks and insights to lead courageous marketing, master board conversations, and confidently align your org around strategic priorities.

Cross-functional learning across GTM teams.

Learn how the best CMOs collaborate with peers in Sales, CS, and RevOps to drive revenue and impact together.



CMO School is one of the best—if not *the best*—courses I've taken. It's practical, current, and delivered by experts who are truly eager to help."

Anna Robson
Marketing Director, Flexciton



Scan to learn more about Pavilion



CMO School's 8-week syllabus

Please note; our syllabus is subject to change. To get the most up to date information, enroll in the Pavilion Member Hub.

1. Role of the CMO + Boardroom Best Practices

Set yourself up for success, from your first 90 days to adapting your board deck to match your company's growth stage.

Led by: Andrea Kayal, CMO of Help Scout

May 21; 3 – 4:30 pm ET

2. Aligning GTM Strategies with Account-Based Execution

Learn how to collaborate across ELT to identify, prioritize, and operationalize your growth strategies.

Led by: Sydney Sloan, CMO of G2

May 28; 3 – 4:30 pm ET

3. Ecosystem-Led Growth

Discover the power of partnerships and learn whether ELG is right for your org—and how to execute it.

Led by: Alex Poulos, CMO at Crossbeam

June 4; 3 – 4:30 pm ET

4. Planning for Success: Budgeting & Attribution

Sell your budget, leverage benchmarks, and confidently reforecast with a performance-driven mindset.

Led by: Brandon Young, CMO at Garner Health

June 11; 3 – 4:30 pm ET

5. Where and How to Apply Generative AI Across Your GTM Workflows

Unlock AI use cases across your funnel and get frameworks for balancing human touch with automation.

Led by: Elaine Zelby, Co-founder of Tofu

June 18; 3 – 4:30 pm ET

6. How to Build, Engage, and Monetize an Owned Audience

Own your distribution. Build loyalty. Tie audience engagement directly to measurable business outcomes.

Led by: Anthony Kennada, Founder & CEO at AudiencePlus

June 25; 3 – 4:30 pm ET

7. Product Marketing

Build consistency and momentum across launches by aligning your messaging, internal comms, and GTM plans.

Led by: Maureen West, Senior Consultant at Carema Consulting

July 9; 3 – 4:30 pm ET

8. Courageous Marketing

Lead boldly. Learn how to audit and evolve your brand voice, events, and content to punch above your weight.

Led by: Udi Ledergor, Chief Evangelist at Gong

July 16; 3 – 4:30 pm ET



CMO School changed how I approach several key areas of my profession. Nearly every class delivered tremendous value, and the connections I made were a huge bonus."

Louis Abate
Head of Marketing, Ladle



Scan to learn more about Pavilion