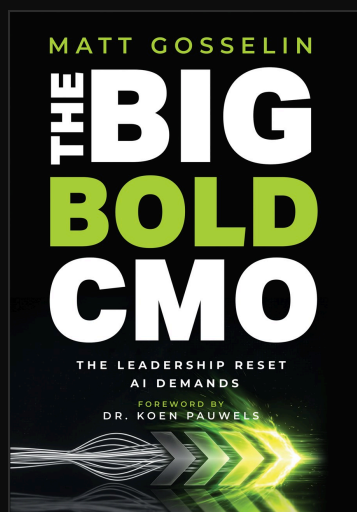


THE CMO ROLE ISN'T DYING. IT'S BEING RESET.

Everything you need to have Matt Gosselin on your show: the book, the bio, the topics and the questions.



THE BOOK

THE BIG BOLD CMO

THE LEADERSHIP RESET AI DEMANDS

AI has made execution abundant and judgment scarce. *The Big Bold CMO* shows marketing leaders how to rebuild teams, technology and leadership around that shift.

ON SALE	November 18, 2026
FOREWORD	Dr. Koen Pauwels, Distinguished Professor of Marketing, Northeastern University
PUBLISHER	Brown Fedora Books
FORMATS	Hardcover, paperback, ebook, audiobook
PAGES	210
ISBN	979-8-9960119-0-2 (hardcover)



THE AUTHOR

MATT GOSSELIN

Matt Gosselin has spent twenty-five years leading global B2B marketing organizations through every major reset of the function, from the rise of digital to the shift now underway with AI. His work focuses on marketing strategy and the leadership challenges of the AI era. He is the author of *The Big Bold CMO: The Leadership Reset AI Demands*. He lives in Central Florida with his wife, Nicole, and their three children.

TOPIC 01

THE BIG BOLD CMO

Why the CMO role is being reset, not replaced.

TOPIC 02

THE GREAT INVERSION

What happens when execution becomes nearly free and judgment becomes the advantage.

TOPIC 03

HUMAN ORIGINALITY IN THE AGE OF AI

Why the machine isn't the enemy. Apathy is.

HOST INTRO • ABOUT 30 SECONDS, READY TO READ

*"My guest today has spent twenty-five years leading global B2B marketing through every rebuild of the function, from the rise of digital to the AI shift happening right now. His new book, **The Big Bold CMO: The Leadership Reset AI Demands**, argues that AI has made execution abundant and judgment scarce, and that the CMO role isn't dying. It's being reset. Please welcome Matt Gosselin."*

QUESTIONS HOSTS CAN USE

- 01 You say the CMO role isn't dying, it's being reset. What's actually breaking?
- 02 What is the Great Inversion, and how do you know it's already happening?
- 03 If execution is nearly free, what are marketing teams actually for?
- 04 You write that AI is now the product, the audience and the instrument. What does that change about a CMO's Monday morning?
- 05 Why can't the broadcast-era playbook survive the agentic one?
- 06 What does the new CMO stack look like across teams, agencies and technology?
- 07 Judgment, taste, originality, trust. Which is hardest to protect?
- 08 "The machine isn't the enemy. Apathy is." Where is apathy hiding in marketing teams?
- 09 What should a CMO stop doing this quarter?
- 10 What's the one question every marketing leader should take into their next planning cycle?

WHAT LEADERS ARE SAYING

"

I went into this expecting another polite marketing book about prompt engineering and tool stacks. Instead, Gosselin holds up an **uncomfortable mirror** to the entire function.

JASON SPAULDING

Global Product Marketing Lead, EY

"

In the boardroom, the most important AI question isn't 'how fast?' but 'who decides?' The Big Bold CMO answers both with **rare clarity**.

HUGO GOICOCHEA

Board Member, Former CEO, IBM (Ecuador) and Canvia (Peru)

"

This book prepares marketing leaders to **make AI their superpower**.

DERIK SUTTON

CMO, Autobooks

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YOUR SHOW.**

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