

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CMO

1	What experience do you have in the marketing field?	1 2 3 4 5	
2	Describe your approach to developing and executing a successful marketing strategy.	1 2 3 4 5	
3	How would you handle budgeting for a marketing campaign?	1 2 3 4 5	
4	How do you measure success with your campaigns?	1 2 3 4 5	
5	Tell me about some of the most successful projects that you have worked on.	1 2 3 4 5	
6	What tools and techniques do you use to assess customer needs, preferences, and behaviors?	1 2 3 4 5	
7	Explain how technology has changed the role of CMOs over time.	1 2 3 4 5	
8	How do you stay up to date with changes in the industry?	1 2 3 4 5	
9	What strategies would you implement to improve customer engagement and increase brand awareness?	1 2 3 4 5	
10	Are there any unique skills or techniques that you bring to the table as a CMO?	1 2 3 4 5	
11	How do you collaborate with other departments, such as sales and operations, to develop marketing strategies?	1 2 3 4 5	
12	What processes do you have in place to monitor and evaluate campaigns?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.