

NETFLIX

Meet the Chief Marketing Officer

Marian Dicus

CMO - Netflix

March 22 - Present

Fuel your new business outreach by
knowing the person behind the CMO title.

About

Marian Dicus



Career Overview

Prior to joining Netflix, Marian was the Vice President & Co-Head of Music at Spotify for nearly 8 years. Over the course of her impressive career, Marian has worked with some of the leading brands in fashion and music. Her other experience spans various roles at Condé Nast including VOGUE, program management at Gilt Groupe, and marketing at J.Crew. Marian began her career at PricewaterhouseCoopers as a management consultant.

Specialities

Marketing

Digital Marketing

Digital Strategy

E-commerce

Digital Media

Email Marketing

Publishing

“

“It’s my job to maintain that vision and pair it authentically with the brand that I’m working for and bring it to life for the consumer. It’s a delicate balance, but ultimately it’s rooted in deep respect for their artistry.”

- Marian Dicus

Work history

Marian Dicus

NETFLIX

Netflix: March 2022 - Present
Chief Marketing Officer

Netflix: Jul 2021 - Mar 2022
Vice President, U.S. & Canada Marketing

Spotify

Spotify: Feb 2020 - July 2021
Vice President, Global Co-Head of Music

Spotify: Jul 2019 - Feb 2020
Vice President, Global Head of Artist &
Label Services

Spotify: Jun 2018 - Jul 2019
Global Head, Artist & Label Services

Spotify: Dec 2016 - Jun 2018
Global Head, Content Marketing

Spotify: Oct 2014 - Dec 2016
Head, North America Consumer Marketing

J.CREW

J. Crew: 2012 - Oct 2013
Director, Marketing

GILT

Gilt: Oct 2011 - 2012
Senior Program Manager, Gilt Home

CONDÉ NAST

Condé Nast: 2009 - 2011
Director, Operations

Education:

BA, Psychology - Columbia University

Polytechnic School (Pasadena, CA)



In the news: articles & speaking engagements

Marian Dicus



Netflix Names New CMO

Netflix Names Marian Lee Dicus New Chief Marketing Officer, Replacing Bozoma Saint John.

[Read more](#)



Variety: Women's Impact

Dicus has leveraged her strong relationships within the artist community to deepen fan engagement...

[Read more](#)



2020 Billboard

Dicus' team has executed promotional campaigns and immersive experiences both on- and off-platform for global stars

[Read more](#)



Marian Lee Dicus '96

Women in Music 2017

Dicus' 2017 highlights include a recent push into intimate experiential events (Halsey, Lana Del Rey, Miley Cyrus) etc.

[Read more](#)

Personality insights & outreach tips

Marian Dicus

Insights provided by Humantic AI

Leadership Traits

Enthusiastic

Imaginative

Big Picture Person

She excels at seeing the bigger picture, and the long-term impact of their decisions. She is naturally enthusiastic, so take her promise with a pinch of salt. She is people oriented, friendly and she likes creating new connections.



Email Outreach Insights For Engaging Marian

Subject: Personalized, catchy

Example: Something like 'Marian, how about a chat tomorrow?', 'How can we increase your sales conversion together' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greetings: Yes (Say something interesting/unusual)

Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Recommended

Bullet Points:

Avoid

Closing line: Build excitement

Example: Something like 'So Marian, lets get the ball rolling?'

Complimentary close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words:

Friendly, first-person

Overall Messaging:

Focused on the person and relationship

Email Length: Long (Up to 200-250 words)

Personality insights & outreach tips

Marian Dicus

Insights provided by Humantic AI

Call Outreach Insights For Engaging Marian

Do's:

- Invite her for a lunch or a drink/coffee.
- Share some stories about how you have helped people in similar positions succeed.
- Talk about her team and how your product will help them do things better and easier.

Don'ts:

- Avoid cutting into her flow.
- Don't push her to make a decision too fast, let her get comfortable first.
- Avoid overloading her with too much detail.

Negotiating & Closing Tips

The secret to closing fast with Marian is

Relationship and trust can be vital with them, sometimes more than anything else.

Will you ever get a clear answer from Marian

They are unlikely to say no directly, you have to make that decision yourself.

How Fast (Or Slow) Will Marian Move?

They are not the fastest decision makers, their friendly approach can give false positive signals.

Can Marian Take Some Risk Or Not?

They can accept limited risks, ones that they think will not impact them personally.

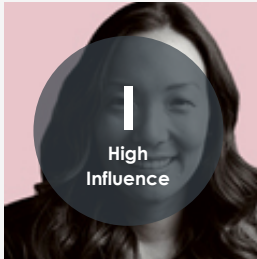


"When you stop learning, it's time for your next opportunity"

- Marian Lee Dicus

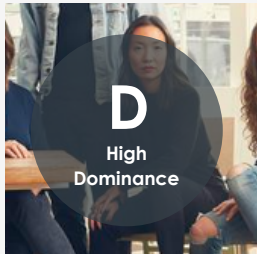
DISC Profile: Marian's Key Traits

ID



Influence

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

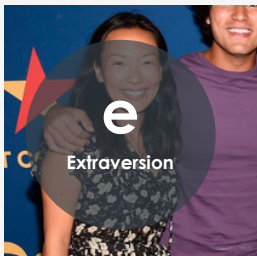


Dominance

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

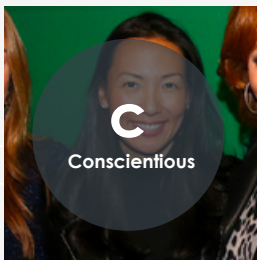
OCEAN Profile: Marian's Key Traits

eca



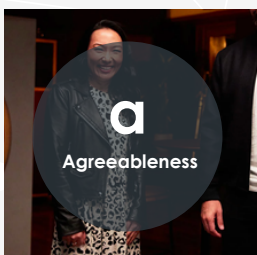
Extraversion

Extraversion(E) reflects the degree of assertiveness, sociability that an individual exhibits. People scoring high on extraversion tend to be outgoing, energetic and talkative whereas those scoring low tend to be reserved, quiet and thoughtful, especially in social settings.



Conscientiousness

Conscientiousness(C) reflects the degree of self-discipline, focus on doing things in a planned manner and acting dutifully. Those scoring high are usually efficient, organized and focused whereas those scoring low tend to be easy-going, spontaneous and unreliable at times.



Agreeableness

Agreeableness(A) reflects the degree of compassion, cooperation and general friendliness in a person. Those scoring high are mostly even-tempered, pleasant and easy to convince whereas those scoring low tend to challenge and question things and are likely to have a contrarian attitude.

Agency Growth Program

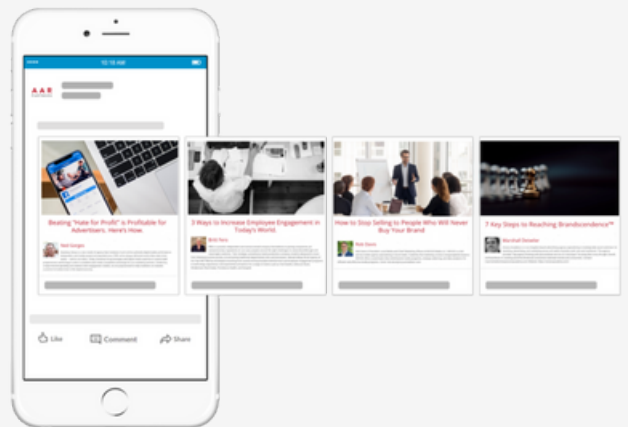
Member Benefits

These CMO Dossier's are just another perk of your AAR Partner's Agency Growth Program Membership. Don't forget to advantage of the remainder of your benefits!

Thought Leadership

Participate in writing an annual thought leadership piece which will be distributed on AAR Partner's website and social media feeds! Reach out to Lisa with a suggested topic today!

[Contact Lisa](#)



Marketing

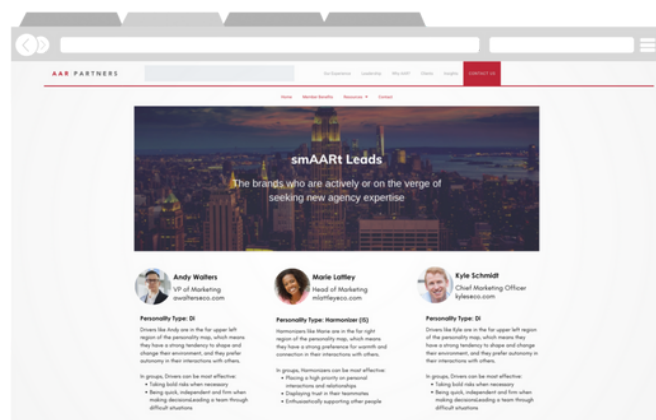
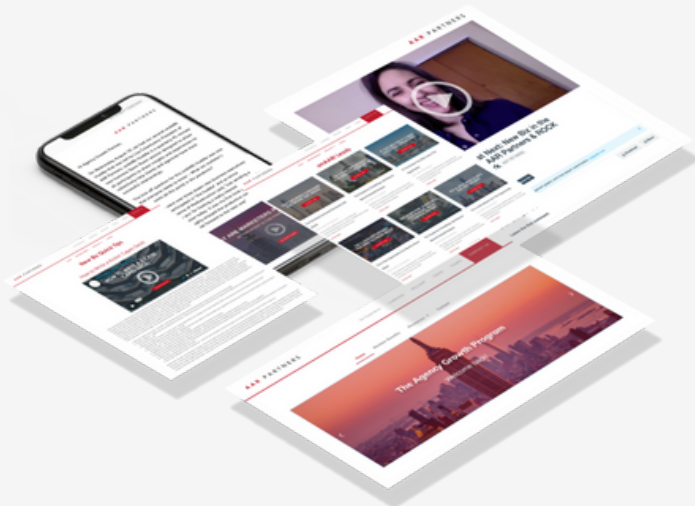
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