

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Strategic Vision & GTM — Score (1–5): _____**
1-2: No coherent marketing strategy; reacts to short-term demands without plans. 3: Defines a clear 12–18 month marketing strategy aligned to company goals and segments. 4: Builds multi-year GTM plans with milestones, resource allocation, and scenario planning. 5: Anticipates market shifts, creates category-defining strategy, and drives long-term differentiation.
- **Brand & Positioning — Score (1–5): _____**
1-2: Messaging is inconsistent or lacks differentiation; brand activities are sporadic. 3: Establishes clear positioning and core messages applied across channels. 4: Creates differentiated brand identity with measurable awareness and perception goals. 5: Leads brand repositioning that opens new segments or significantly improves market perception.
- **Demand Generation & Growth — Score (1–5): _____**
1-2: No scalable lead-generation programs; relies on ad hoc channels or tactics. 3: Runs repeatable campaigns that deliver pipeline and meet CAC targets. 4: Optimizes the full funnel to improve conversion rates and lower CAC. 5: Designs scalable growth engines that sustainably accelerate ARR and improve LTV/CAC.
- **Data, Analytics & ROI — Score (1–5): _____**
1-2: Decision-making without metrics; lacks measurement framework or attribution. 3: Uses core metrics (CAC, LTV, conversion rates) to inform investments and campaigns. 4: Implements dashboards, experiments, and budget optimization loops to improve ROI. 5: Builds advanced attribution and predictive models to drive forward-looking investment decisions.
- **Product & Customer Insight — Score (1–5): _____**
1-2: Limited customer understanding; marketing operates disconnected from product and customers. 3: Regularly surfaces customer insights that inform messaging and roadmap decisions. 4: Leads cross-functional research programs to improve product-market fit and retention. 5: Shapes product strategy using deep segmentation and outcome-driven customer evidence.

1-2: Weak org structure or high turnover; little evidence of hiring or development plans. 3: Builds and develops a competent marketing team with clear roles and KPIs. 4: Scales the org, mentors leaders, and establishes career paths and performance processes. 5: Attracts top talent, builds a high-performing leadership bench, and executes succession planning.

- **Stakeholder Communication & Board Relations — Score (1–5): ____**

1-2: Fails to align or inform executives; surprises leadership with results or spend. 3: Communicates results and plans clearly and aligns with executive priorities. 4: Influences C-suite decisions using data-backed narratives and trade-off analyses. 5: Partners with CEO and board to set company strategy and secures necessary investment.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):