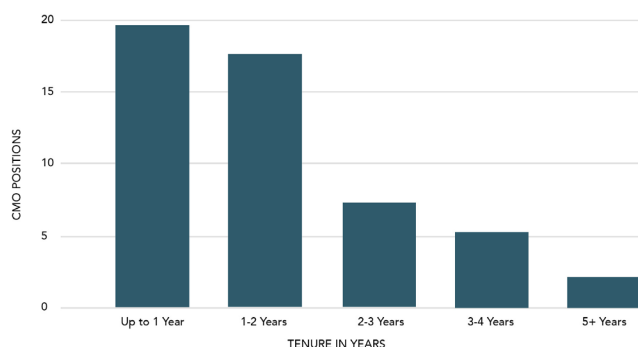
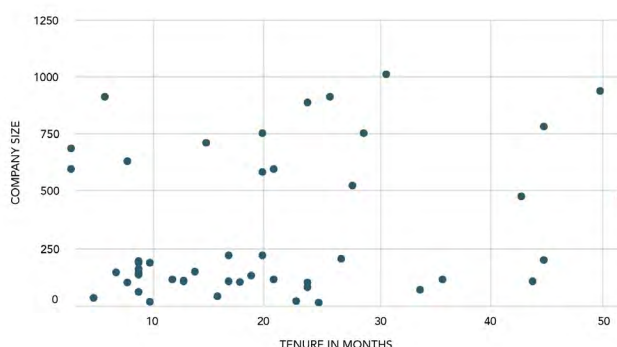
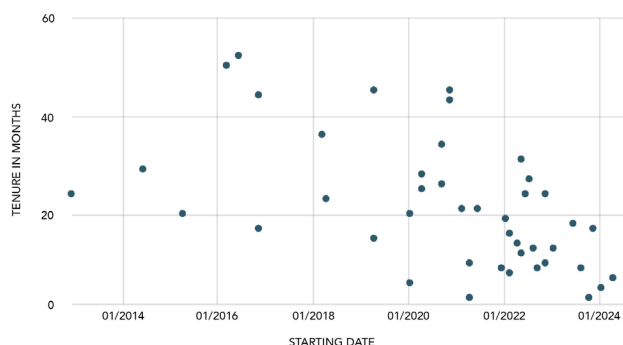


Tenure Trends of Chief Marketing Officers in Online Trading

We analysed 50 data points from 2014 until today, covering 40 individual CMOs across 38 brokers in the global CFD and online trading industry. The study focused primarily on firms based in Cyprus, the United Kingdom, and the UAE — three of the sector's most active hubs.

- The median tenure for CMOs is **17.5 months**, while the average tenure is **22.4 months**, slightly inflated by a few long-serving outliers.
- **38%** (19 out of 50) of CMOs left within their first year, making short tenures common.
- Only **2** CMOs stayed in their roles for five years or more.
- Tenures have decreased over time, with **2024** showing the lowest average tenure in the dataset.
- There is **no correlation** between broker size and CMO turnover; large and small firms alike experience similar tenure lengths.
- **40%** of the brokers in our study don't have a CMO at all right now after their previous one left.



About FYI

We support Forex Brokers, Prop Firms & FinTech brands with building sustainable marketing strategies — organic-first, data-driven and built to scale.

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Methodology and Limitations

Data was collected from public LinkedIn profiles and cross-checked with industry news sources and official announcements. Limitations include reliance on self-reported data and exclusion of senior marketing roles without the CMO title.