

Panel Discussion | [Digital Marketing Transformation] Who is Truly in the Driving Seat of your Digital Transformation Strategy?



Mahbir Thukral
Global Innovation Activation
Marketing Leader, IFF



Joanna Krause
Team Leader, Marketing
Technology Management,
Koelnmesse GmbH



Steffen Vogel
Head of Digital Marketing
Transformation,
Unternehmensgruppe Theo
Müller



Bent Böer
Head of MarTech / AdTech,
PepsiCo Europe

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What drives the complexity of the digital transformation?

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**How's your digital transformation road-trip going?
What's working and what isn't?**

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How do you define success in digital transformation – is it the journey or the destination?

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**Who have been the key passengers in your digital transformation car that you wouldn't leave behind, and why?
Is there anyone you'd leave behind?**

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For your next digital transformation road-trip, what would be your top KPIs to define success?

Key Takeaways

Bent's Takeaway:

- Understand the challenge in front of us and act accordingly. Be also clear, what we don't do. Without effective prioritization, fast progress is unattainable. And set realistic goals, that make the organisation or business better. Don't implement features.

Joanna's Takeaway:

- At the end of the day, it's not the technology that's the most important factor. It's the people. So, take your employees and your internal and external customers with you. Make sure that you know their needs, wants, and expectations and involve them in all the stages of your digital transformation journey.
- Technology is the trigger, but in the end, people need to be empowered.

Mahbir's Takeaway:

- Celebrate small wins, not only the big wins!
- Celebrate when you have successfully obtained management buy-in; when legal have finally given approval; when the beta version is released (even if it's still a big buggy)... it's the journey AND the destination!

Steffen's Takeaway:

- It is people business, it is not a tech business. The getting the people – internal and external – involved to not lose them on the journey. Set your KPIs right, but do not forgot the soft KPIs like experience, attitude etc of your stakeholders.
- The biggest challenge is not the transformation, it is running, managing, developing the digital landscape when the transformation is “done”.

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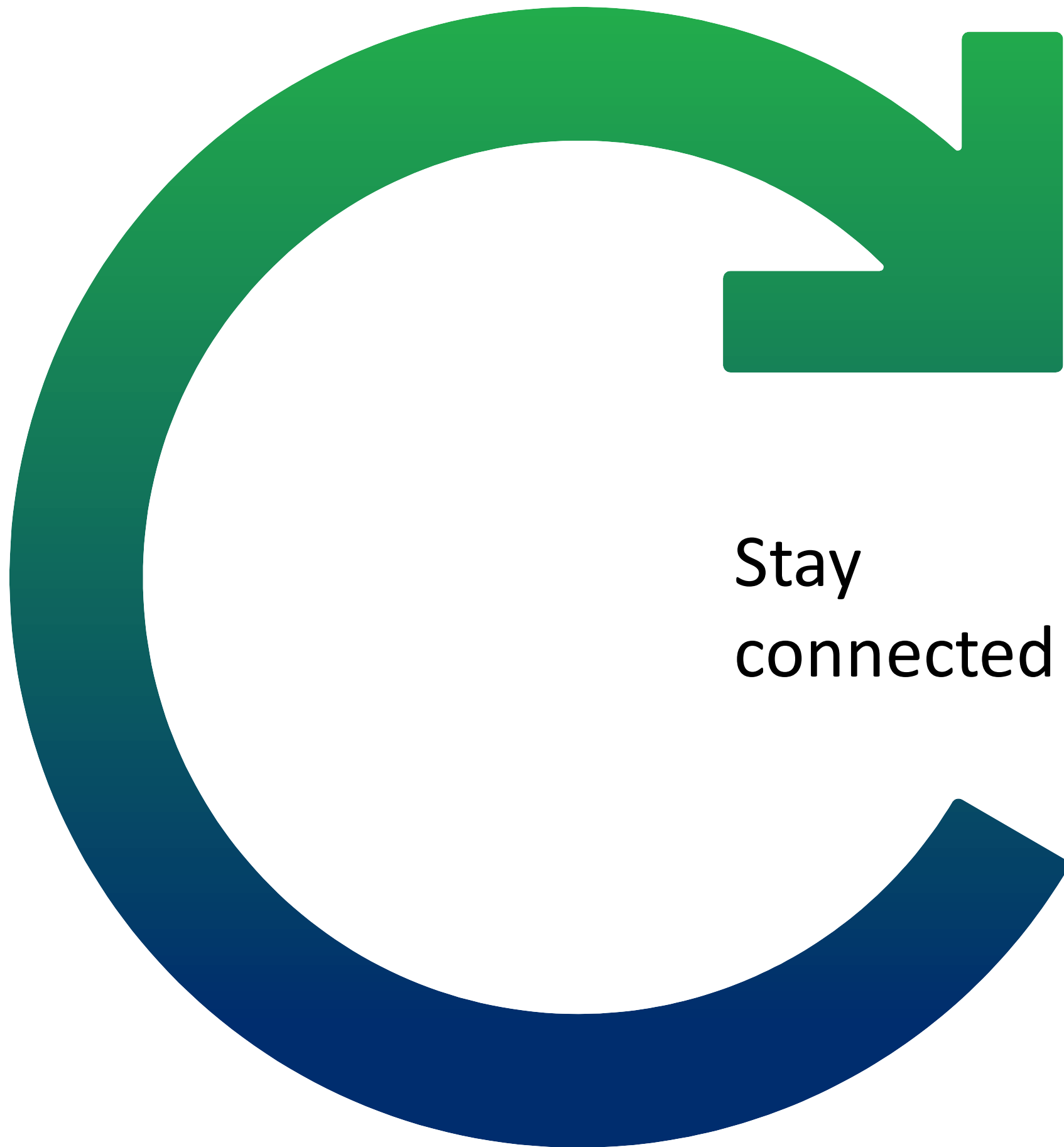
Q&A

Chairperson Closing



INES PETTIGREW

Group Vice President Marketing,
Communications & Customer Experience,
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Chairperson Closing



CATHERINE COLLINGE

Event Director

The MarTech Summit Team

THANK YOU!

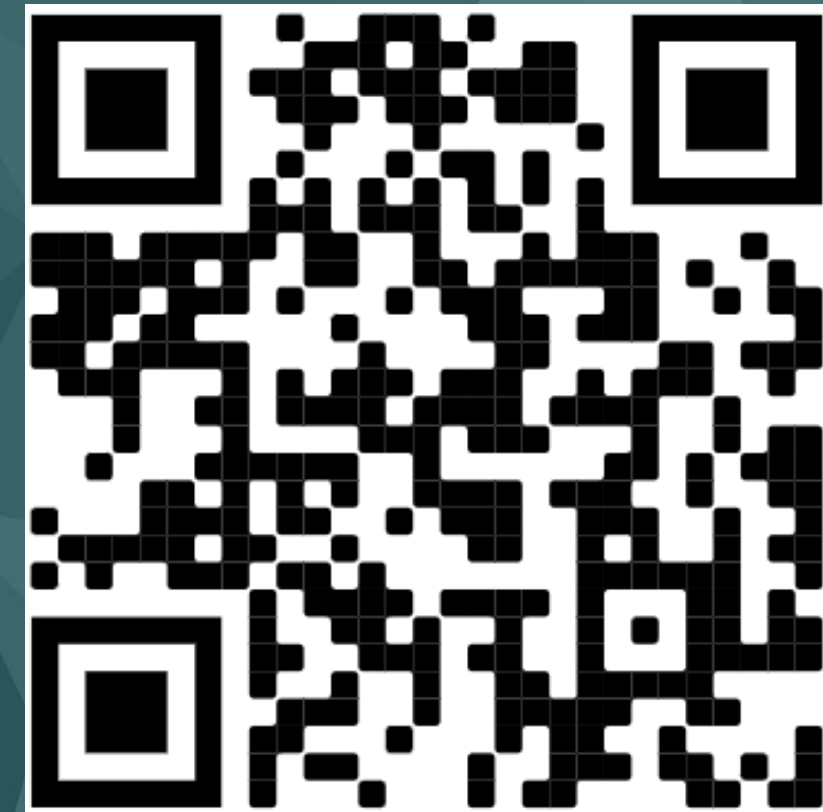
UPCOMING EVENTS



**ROUNDTABLE
LONDON**
8 JUNE 2023



CXO SERIES
6 JUNE 2023



Scan to check out
more & register!

The MarTech Summit 2023 Calendar has been released!

p.s. let the event organiser know if you are interested and receive a discount for having attended this event.