

Panel Discussion | [Future of Work] The Work of Marketing: How to Transform Marketing Teams to be Future-Oriented and Digital-Ready



ADITYA KARAJGI

ASEAN CARE Lead (Consumer Acquisition, CRM, Loyalty), Reckitt



SEBASTIEN BOISSEAU

Head of Customer Engagement, Digital Marketing & Innovation, Menarini Asia-Pacific



CAITLIN NGUYEN

Digital Transformation Leader, Former Head of Digital from a Leading Consumer Healthcare Company



ANNA ZNAMENSKAYA

Chief Marketing Officer, foodpanda

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What is the level of readiness in your organization to deploy generative AI for marketing?

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- 1. What to you is marketing transformation and in your experience over the years, what are the drivers of marketing transformation? What have you seen as outcomes and benefits of transforming Marketing?**

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- 2. How has the craft of marketing changed over the last 10 years? What skills have become essential in the new marketing?**
- 3. In your view, how have Marketing KPIs changed over the recent years, if they have changed?**

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- 4. What have you seen as risks and pitfalls of Marketing Transformation, especially when it comes to digital marketing transformation and the people/teams that participate in the changes?**
- 5. What types of team and org structures and operating models have you seen work well in order for marketing to be future-ready/future-proof in your organisation(s)?**

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6. What is the biggest impact that technology has played in marketing transformations in organisations? How have marketers leveraged tools and tech to Can you share some examples?

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7. How does omnichannel marketing approach changing the way that Marketers need to operate in optimizing content and channels?

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Key Takeaways

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Q&A