

# Roundtable Discussion | [MarTech Tool Advancement] Engaging Your Workforce to Ensure the Maximisation of Output



**CHRIS CUTINO**  
**[MODERATOR]**

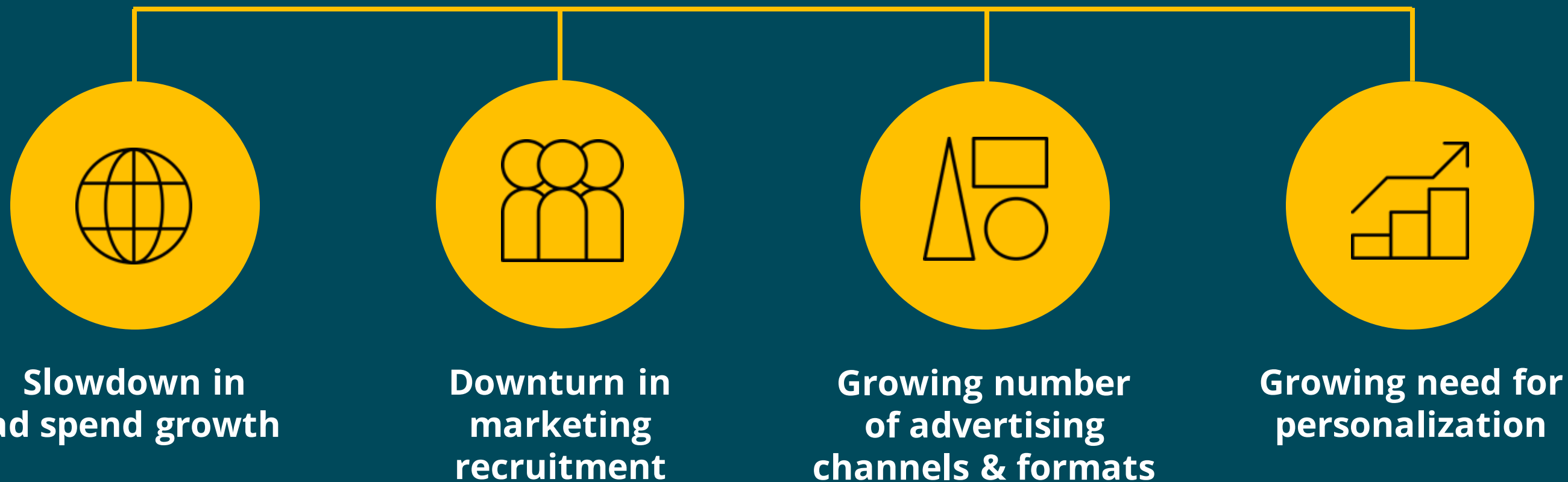
Chief Revenue Officer  
Celtra



**OLEG KRAVETS**

Global Head of Data &  
Analytics  
The Travel Corporation

# Marketing teams face growing pressure to do more with less.

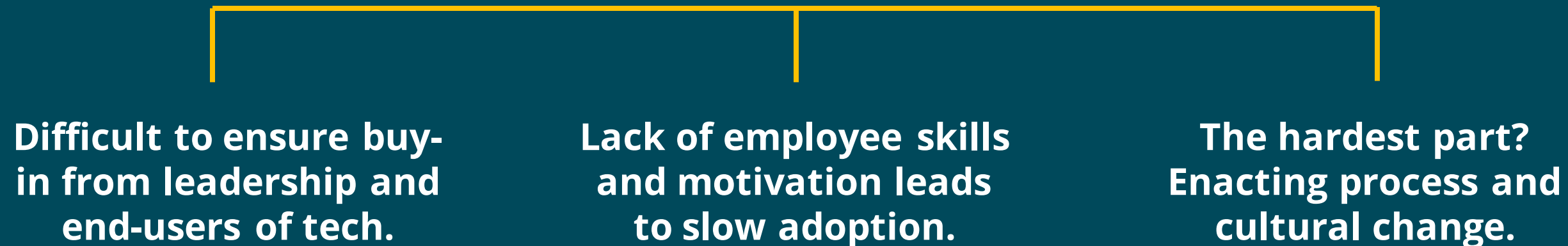


Ways of working are changing as  
hybrid becomes the new norm.

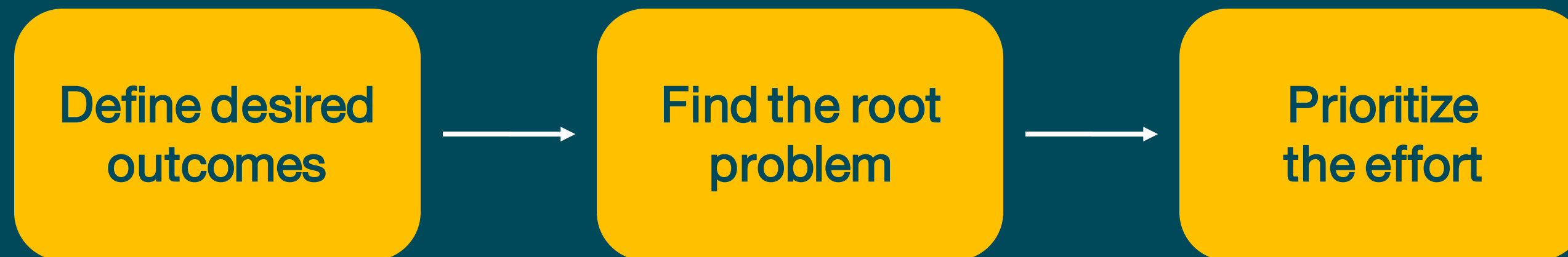
# How can teams keep up?

Technology is critical.

# Slow and difficult technology adoption within organizations



## What is the first step towards digital transformation?



**What does that look  
like in practice?**

**slido**



## **Audience Q&A Session**

① Start presenting to display the audience questions on this slide.



# We'd love to hear from you

40 min roundtable discussion

1. Divide into  
groups

2. Discussion  
within groups  
≈ 30 min

3. Final thoughts  
and summary  
≈ 10 min

## Discussion Questions

1. What are the most important departmental relationships for marketing, and why?
2. What (top recommended) strategies do you employ to assess the compatibility of technologies and skills with your marketing culture?
3. In your opinion what would you say we design teams contribute with the best technical skills and strongest business minds for MarTech?
4. What are the best measures of productivity? Are they different in hybrid working arrangements?

Optional question: Give one key example success story you have of digital marketing up-skilling in your organisation

The MarTech Summit Roundtable **London**

8 June | In Person

THE MARTECH  
SUMMIT

**Thank you!**