

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



MEG LOWE

Head of Marketing
Technology
NatWest



ADRIAN COXON

Chief Marketing Officer
Exante



HEATHER HURD

Senior Director, Global
Content Studio
FIS

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Poll Question

What skills do you think are most important for the marketers of the future?

- >AI and ML
- >Data analysis and interpretation
- >Storytelling & creativity
- >Customer-centricity

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Question 1

- What are the key characteristics of a future-oriented marketing team?

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Question 2

- **What does a future-oriented marketing team bring to the business?**

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Question 3

- **How do we give marketing not just a seat, but a voice at the decision-making table?**

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Key Takeaways

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Q&A