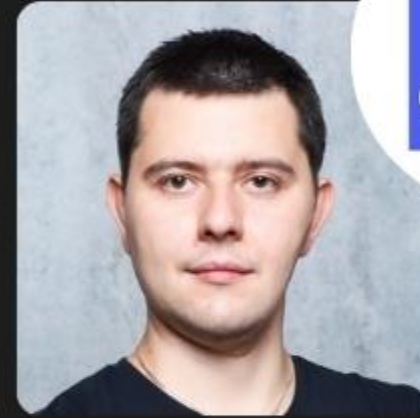


Panel Discussion | **[Digital Transformation]** How to Deal with Today's Customers with Yesterday's Technology



SIMON KINZEL

Head of E-Commerce
Tchibo



ANDREI DUCHKO

Head of Data Science &
Acquisition Analytics
GoStudent



BEN POLTER

Global Digital CRM Manager
Beiersdorf AG



MANFRED "LUIGI" LUGMAYR

Chief Marketing Officer
burgerme GmbH



IWAN USWAK

Senior Expert Data Orchestration
Fressnapf [Moderator]

slido



Who have their BI Data already connected to an AI?

Question 1

- **Today's Customers: Who are your customers and what do they expect from your brand?**

slido



Name your marketing strategies and activities that captivate your customer audiences and maximise their engagement.

ⓘ Start presenting to display the poll results on this slide.

Question 2

- **Yesterday's Technology: What kind of yesterday technology do you have and how will you transition from old to new tech to be able to deliver what your customers need?**

Question 3

- **How to measure and celebrate success in an ever-changing tech stack and multiple parallel transformation initiatives?**

Question 4

- **How to gain trust & buy-in from all stakeholders in your company on new technologies?**

Key Takeaways

Q&A