

# Panel Discussion | **[Revenue Generation]** Relate Marketing & Sales to Customer Journey: How “Smarketing” Go Hand-in-Hand to Support Greater Sales, Profit & Cost-Effectiveness



**DR. JULIA JU**

Chief Marketing & Strategy Officer  
Körber Pharma



**AIMÉE ROERINK**

Senior Director, Revenue Marketing  
Billtrust



**MELANIE SCHILLER**

Head of Brand Communication  
Octopus Energy Germany GmbH



**EGLANTINA BECHERU**

Global Head of Brand & Content Creative  
FLIX



**JULIA SYLVIA MEIER**

Senior Sales Director, Mid Market  
Seismic [Moderator]

# slido



**How would you rate your maturity level in your organisation right now for collaboration between sales and marketing?**

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

## Question 1

- **How do sales and marketing currently work together right now at your organisation? What challenges are you overcoming ?**

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**What are the challenges at your organisation for Marketing and Sales to be on the customer journey together?**

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

## Question 2

- **Tips and tricks on how to better collaborate with sales?**

## Question 3

- **The when / how / why on compromise - How do you address the balance between the brand KPIs and performance KPIs?**





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## Key Takeaways

Q&A