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Chief Marketing & Strategy Officer Körber Pharma



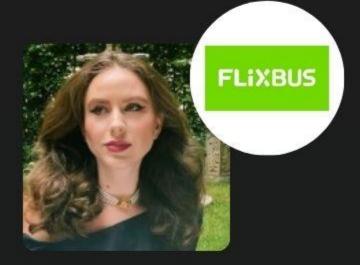
AIMÉE ROERINK

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]

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



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?



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?

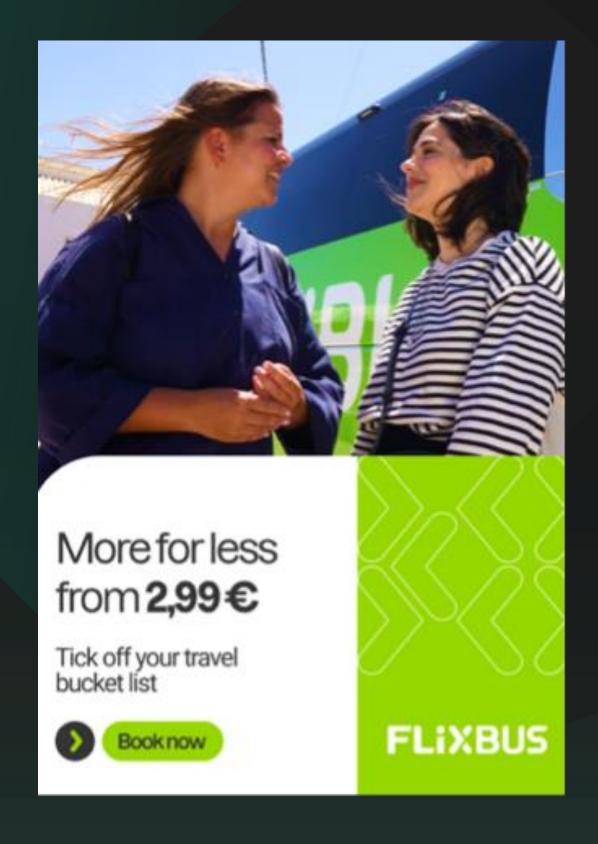
6 MARCH 2024 | INTERCONTINENTAL BERLIN | #THEMARTECHSUMMIT

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



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Key Takeaways

Q&A