

Panel Discussion | [MarTech Intersection] Adapting MarTech Strategies to Regional Nuances to Streamline Marketing Ops



NAZIA HAYAT

Associate Director,
Digital Channel Excellence, APAC
MSD
[Moderator]



Johnson&Johnson

SU YEN GAN

Head of Marketing & Commercial
Excellence, SEA & India
Johnson & Johnson



MIRANDA LU

Head of Asia Marketing
Wise



MARTECH
EVANGELIST

JASLYIN QIYU

Former Head of Client Marketing &
Digital Capabilities
A Leading Global Bank

Panel Discussion | [\[MarTech Intersection\]](#) Adapting MarTech Strategies to Regional Nuances to Streamline Marketing Ops

Scan badge
QR code to
submit
questions!

Question

How do you make local and region priorities/requirements a priority for global teams?

slido



Challenge & painpoints of striking a balance between a global brand vision and locally tailored MarTech solutions, e.g. decision making, budget allocation. What are your solutions?