



SILVIA SARTORI

Global Marketing Technologies Senior Manager Barilla Group



TOM BOTTING

Director, Digital Customer Engagement, Europe & Canada AstraZeneca

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What is the main focus of your job among the following options:

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PEOPLE



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PROCESS



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PLATFORMS & TECH

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DATA



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questions!

KEY TAKEAWAYS & TIPS

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How much of a challenge does the integration of MarTech pose to your business?