

Panel Discussion | [Data Thinking]

Data Thinking: Embedding Data at the Heart of Business Strategy



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Do you think in your organisation, data is strongly integrated with your marketing strategy?

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Question 1

What are the key elements in developing a data-centric culture in an organisation's marketing department?



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Question 2

Can you share an example where data analysis led to the discovery of a new business opportunity?



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Question 3

It is all about people. How do you inspire employees to participate and contribute to a data-centric culture?



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Question 4

How can organisations manage the fear among employees that AI might replace their jobs?



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Key Takeaway



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Q&A



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UPCOMING EVENTS

HIGHLIGHTS

GLOBAL VIRTUAL MARTECH SUMMIT
4 DECEMBER 2024

THE MARTECH SUMMIT ASIA @ SINGAPORE
8 & 9 APRIL 2025

CUSTOMER INTELLIGENCE SUMMIT SINGAPORE
8 APRIL 2025

Our 2025 Calendar



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