# Panel Discussion [MarTech Intersection] Tailoring Strategies to Regional Nuances for Streamlined Marketing Operations

# **KATHLEEN BURZYCKI**

VP, Marketing & Strategy, Consumer Goods Adhesives Henkel





Henkel

## **DMYTRO TARAN**

Center of Excellence Manager & Global Lead for MarTech Kuehne+Nagel







5 MARCH 2025 INTERCONTINENTAL HOTEL BERLIN



## **MICHAEL LANGNER**

Global MarTech & Marketing Enablement Lead Bosch Power Tools

C Canto

## **ANDREW HALL**

VP Global Demand Generation Canto

tado°

### **MATILDE MANCON**

Regional Marketing Lead tado° [Moderator]

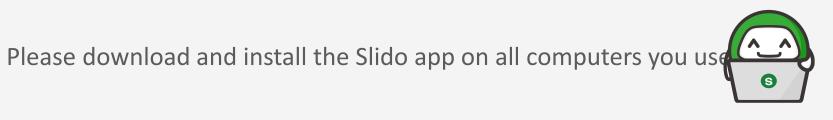






# How many MarTech tools do you have in your current MarTech stack?

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







What's the biggest challenge facing Marketing Ops in Europe or specific industries, and how is your marketing organisation structured to address it?

Scan badge QR code to submit questions!

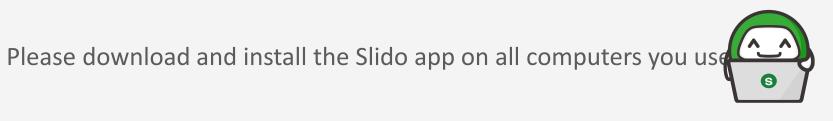


slido



Do you maintain and engage with the updates of your current martech tools in your stack?

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







# Why do you prioritise local, regional, and vertical requirements for global teams?

Scan badge QR code to submit questions!





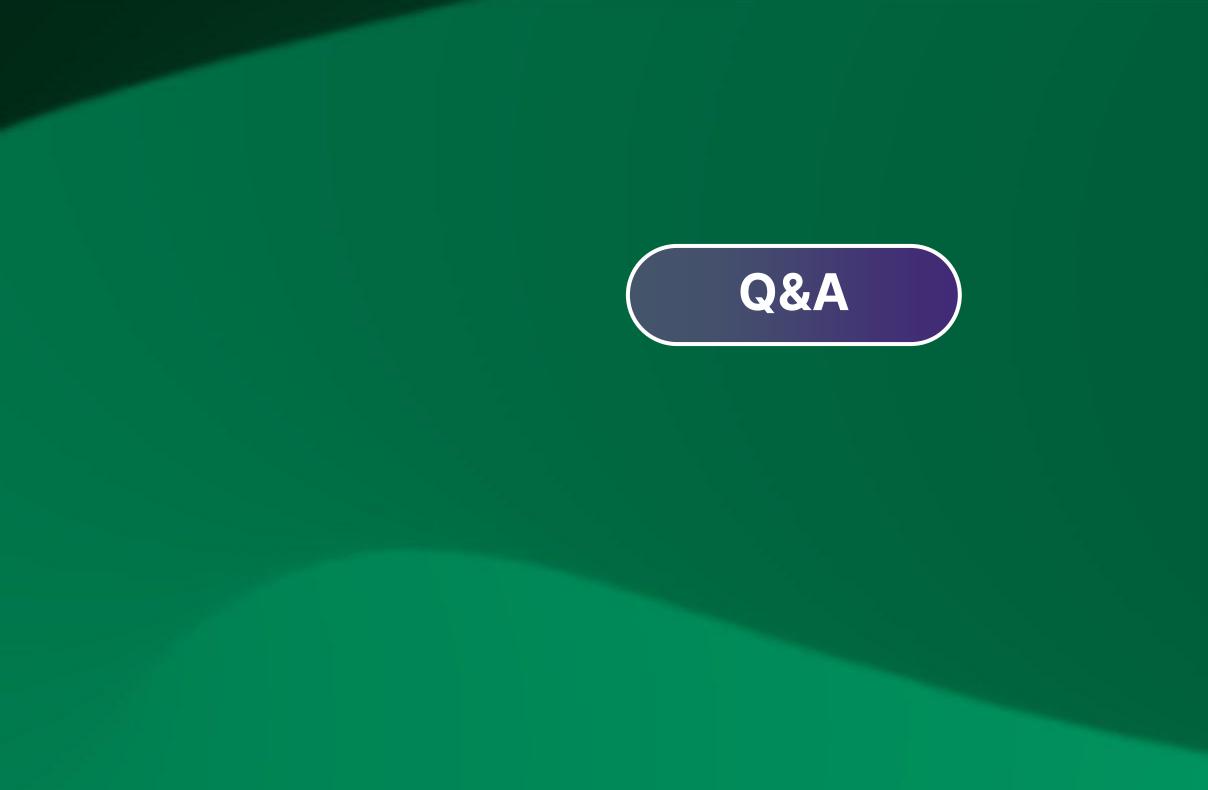


# How do you manage and maintain your existing MarTech stack?

Scan badge QR code to submit questions!







Scan badge QR code to submit questions!

