



# Fireside Chat | **[B2B Buyer Journey]** Maximising Productivity Across the Buyer Journey through Enablement Strategies



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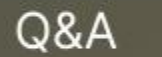






**B2B MARKETING**

# What does B2B buyer journey mean to you?





## Question 2

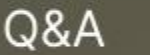
## What has been your experience with digitalisation?



## Q&A



**Can you share with some issues or challenges you faced and what were some enablement strategies you implemented?**



## Question 4

**Another one that comes up often is role of data: What is your experience and relationship with data?**



## Q&A

