





Fireside Chat | [MarTech Culture] Building Contemporary Marketing Culture and Capabilities



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What is the biggest challenge you face in MarTech implementation?

- **Technical**
- People
- **Stakeholders**



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How do you foster a marketing culture that embraces both creativity and scalability across regions?



4Ps

- Pioneers/Pilot
- Practical
- Progress over perfection
- Performance











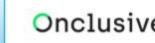






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- 1. How do you strike the right balance between local market relevance and global brand consistency in your marketing initiatives?
- 2. What practical steps have worked in your organisation to build a culture of continuous learning and digital upskilling within the marketing team?

