



# Fireside Chat | **[MarTech Culture]**

## Building Contemporary Marketing Culture and Capabilities

**MARTECH  
EVANGELIST**



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## Question 1

What is the biggest challenge you face in MarTech implementation?

- Technical
- People
- Stakeholders



Q&A



>>> PLENARY

## Question 2

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



Q&A

### 4Ps

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



