

19 JUNE 2025 | HOTEL CASA AMSTERDAM | #THEMARTECHSUMMIT

Panel Discussion | [MarTech Intersection] Adapting MarTech **Strategies to Regional Nuances to Streamline Marketing Ops**



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How do marketing teams solve current tech challenges?

(i) The <u>Slido app</u> must be installed on every computer you're presenting from







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What is the biggest challenge facing marketing ops & data + insights in the European region?





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What recent challenge have you encountered with your global team?





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How do you prioritise local and regional requirements for global teams?





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