THE MARTECH SUMMIT | LONDON

PLENARY

From Silos to Synergy

How Marketing & Sales Can Unite to Drive Revenue Growth



Natalia Vanyagina

Head of EMEA Marketing
Elixir Medical



Marcelo Botelho

Director, Marketing,
UK & Europe
Greystar



Moderator

Vicky Ellison

Chief Marketing Officer
The Private Clinic

Marcelo’s Bambam







Vicky's boys



Natalia is also into boys and animals

🤩



Do not edit
How to change the design



When you have experienced misalignment has it happened through:

The Slido app must be installed on every computer you're presenting from

slido

Q&A

Question 1

What’s the biggest barrier to Marketing and Sales alignment, and how can overcoming it drive revenue growth?

Q&A

Question 2

Imagine you've joined a business tomorrow where Marketing and Sales are completely siloed. You have 90 days to change the relationship and demonstrate a commercial impact. What would you do first, what would you stop doing, and how would you prove it was working?

Q&A

Question 3

Where can AI and technology make the biggest difference in Marketing and Sales alignment, and what still requires human judgement?