

VOL 08 • ISSUE 06 • JULY 2023

TRADEFLOCK 

BEST
**MARKETING
LEADERS**
FROM USA 2023

Follow us on      

Visit us at WWW.USA.TRADEFLOCK.COM



TRADEFLOCK

JOURNEY OF LEADERS

Vol 08 • Issue 04 • July 2023

Publisher	Alok Dwivedi
Editor	Vipin Kumar
Sub Editor	Alex Paul Abhinav Singh
Editors Desk	Mary Thomas Shahid
Production Manager - Digital	Gopal Krishna
Digital Team	Manoj Chauhan Sumit Kumar
Creative Team	Diptanu Chakraborty Devansh Goyal
Manager Operations	Sachin Kaushik
Asst. Manager Sales & Operations	Shivam Agarwal Alex Smith
Branding & Marketing	Kumar Adityan Natalie Philips
Research Team	Kevin Root Arun Pratap Singh Aditya Yadav Karan Sharma
Subscription & Circulation Head	Deepika
Editorial Queries	editors@tradeflock.com
Advertising Queries	advertising@tradeflock.com

SDAD Technology publishes the "TradeFlock" magazine and has all rights reserved on the material published in different editions of "TradeFlock." Copying material owned by "TradeFlock" for other use except for personal use and internal reference without written consent/NOC of the Publisher is strictly prohibited.

The opinions and views expressed in "TradeFlock" are not necessarily those of TradeFlock Magazine, its publisher, editor(s), or author(s). We try our best to authenticate the published information and access information only through reliable sources, but we do not guarantee the accuracy or completeness of any information published herein, and neither "TradeFlock" nor its authors shall be responsible for any errors. SDAD Technology or its units (TradeFlock) do not take responsibility for any readers' decisions based on the published information.

Editor Note



Customer First. Always.....

The digital revolution has turned the marketing industry head over heels. Further, the inclusion of newer technologies like AI, ML and 3D is creating newer pathways for the marketing professionals to explore. However, as one of the Chief Marketing Officers (CMOs) we spoke to during making of this current edition of **'Best Marketing Leaders from USA 2023'** said, whatever technology you use, there should also be a human connection to marketing, and this is your success mantra.

From ATL to BTL, website content to video content, branding to events and creating personal connect with the audience, a CMO's role is just multiplying. They also need to observe, create strategies, data analysis, and make decisions based on the analysis. As we now live more, interact more, and buy more on the internet, it is important for the marketing experts to have their company's strong presence on the digital world where they need to have deep conversations with the prospective and existing customers. The challenge is that there is a lot of noise over the internet, and in the offline world. The CMOs need to find the right communication mix and create effective campaigns to ensure success. They also should have the matrix in place to measure the success of the campaign, or the failure if any, to make possible amendments to the campaign.

Our current edition brings more insights into the way a CMO thinks and functions. It brings in detail their challenges, strategies, the hard-earned lessons, future plans, and much more. All their efforts are aligned with one reality – Customer Experience is the King.

Happy reading!



A stylized, handwritten signature of Vipin Kumar in black ink.

Vipin Kumar

Editor, Tradeflock

✉ vipin@tradeflock.com

BEST MARKETING LEADERS FROM USA 2023



08

Aron North

Commercial Owner &
Chief Marketing Officer,
Mint Mobile



12

Christine Cefalo

EVP and CMO,
Workday



18

Craig Brommers

Chief Marketing Officer,
American Eagle Outfitters

SPOTLIGHT

10

Lush Quits Social Media

14

Dynamic Changes in
The Marketplaces

20

B2B to H2H

24

Redifining Customer Experience



22

Dara Treseder

Chief Marketing Officer,
Autodesk



26

Marc Pritchard

Chief Brand Officer,
Procter & Gamble

BIG TAKE

17

Self-driving Cars and the Expansion of
Automotive Value Chain
By Haluk Ay, PhD

29

The Electric Light did not come from
Continuous Improvement of Candles -
Oren Harari By Abhinav Jain Ranka

EDITORIAL PICK

07

Turning Critisim into opportunities

LIST OF BEST MARKETING LEADERS FROM USA 2023

NAME	DESIGNATION	COMPANY
Aron North	Commercial Owner & CMO	Mint Mobile
Christine Cefalo	EVP and CMO	Workday
Craig Brommers	Chief Marketing Officer	American Eagle Outfitters
Dara Treseder	Chief Marketing Officer	Autodesk
Fernando Machado	Chief Marketing Officer	NotCo
Karin Timpone	EVP and CMO	MLB
Marc Pritchard	Chief Brand Officer	Procter & Gamble
Marissa Jarratt	Chief Marketing and Sustainability Officer	7-Eleven
Mike Katz	President Marketing, Innovation and Experience	T-Mobile
Nanette Wong	VP, Global Brand Marketing	Fenty Beauty

OVERDRAFT PROTECTION?



Until you know what it really means,
it doesn't mean much.

Talk to us. We'll teach you everything you need
to know to bank smarter.



Your Knowledge Bank

facebook.com/beneficialbank



Member
FDIC



TURNING CRITICISM INTO OPPORTUNITIES

"Honest, critical feedback can strengthen your bond rather than degrade it"

-Justin Rosenstein

Every organisation has a different approach to dealing with their consumers, but according to a study conducted by Forbes, giving honest feedback and constructive criticism can increase openness and trust between the consumer and the organisation.

Effective criticism is one approach to increase the likelihood that a team will be effectively synchronised and successful. Customer feedback is usually a blessing in disguise since it improves communication between team members, enables them to work together to find solutions, and boosts coordination.

Not every businessperson is aware of the faults they can be doing when it comes to transactions; what they may believe to be a development may be a degeneration. As consumers are aware of the concerns that businesses commonly ignore, they urge those issues to contact the firm, which ultimately aids in the growth of the business. This is where the well-known method of customer feedback is useful.

Accenture, a reputable company with several clients, was at the top of the list of companies that stopped conducting yearly performance assessments in 2016, and has undergone improvements after incorporating the modifications that the customers recommended.

For example, Adobe used to find the process of feedback to be very time-consuming and always wanted to skip it, so here is the evolution that occurred in the year 2012 when they started using frequent check-in systems which created an opportunity for them to get better and improve the services as this criticism will benefit the customer and the business. Consumer feedback is very important and crucial for everyone as without this the company might've to undergo several losses.

As we draw to a close, it is clear that almost all companies have transformed significantly as an outcome of customer feedback, and the ones that have performed on it to improve their operations have seen substantial improvements. In order to stay ahead of the competition, one needs to offer outstanding customer service. ♦



Best Marketing Leaders *from USA 2023*

*Steering Mint Mobile with Creative
Disruption and Bold Leadership*

ARON NORTH

**Commercial Owner
& Chief Marketing Officer,
Mint Mobile**

Marketing serves as
the 'headlights' of
an organization and
brings a clear outside-
in view to the business,
and listening is an
essential part of that.

Aron North, as the Commercial Owner and Chief Marketing Officer of Mint Mobile, stands as a monumental figure in transforming the telecommunications industry. Known for his innovative strategies and a strong commitment to customer-centricity, North has propelled Mint Mobile into the spotlight as a formidable competitor in the telecom sector. His recognition as one of the "Best Marketing Leaders from the USA in 2023" by TradeFlock is a testament to his effective leadership and visionary approach to marketing.

Since assuming his role at Mint Mobile in March 2019, Aron North has not only directed the marketing efforts but also shaped the company's commercial strategies. His extensive background, with significant stints at Taco Bell and various

key roles across prominent agencies and brands, has equipped him with a diverse skill set. This experience has been pivotal in driving Mint Mobile's growth, leveraging both creative marketing techniques and strategic business moves.

Aron North's leadership philosophy centers on the importance of embracing risk and innovation—a theme he discussed

passionately during his appearance on the "Scratch" podcast. North criticized the prevalent cautious approach among today's CMOs, advocating instead for a bolder, more instinct-driven approach to marketing. "The mistakes CMOs do today is that they're not willing to take risk. They're so buttoned up and polished, and everything has to be perfect," North remarked. This perspective has guided his strategy at Mint Mobile, fostering a culture where quick decision-making and trusting one's instincts are valued over conservative, data-heavy strategies.

Under North's guidance, Mint Mobile has distinguished itself as a challenger brand within the highly competitive U.S. telecom industry. By harnessing digital marketing and e-commerce, North has effectively differentiated Mint from traditional telecom companies. He has pioneered innovative pricing models and a digital-first approach to customer interactions, central to the brand's disruptive presence in the market.

Aron North's collaborative approach to leadership is exemplified in his relationship with Mint Mobile's CFO, which has been crucial for aligning the company's financial strategies with marketing initiatives. This partnership ensures that financial and marketing departments work cohesively, optimizing investments and driving sustainable growth. North's ability to foster such internal alignment has been instrumental in executing marketing strategies that not only boost immediate sales but also build long-term brand equity.

Under North's leadership, Mint Mobile has launched several high-profile marketing campaigns that have significantly increased the brand's visibility and appeal. These initiatives often leverage humor and celebrity endorsements, including involvement from actor Ryan Reynolds, to engage consumers and highlight the brand's unique offerings. North's strategy has focused on transparency and customer value, challenging industry norms and setting new standards for consumer interactions.

Beyond marketing, North is committed to integrating sustainability and ethical practices into Mint Mobile's operations. This commitment is evident in the company's efforts to minimize environmental impact

I've gotten much more comfortable with trusting your gut, your instinct, and making a move because it's the right thing to move on, not because it has some DAC and strategy and yada yada yada behind it.

and promote responsible consumerism. By aligning business practices with broader social and environmental objectives, North ensures that Mint Mobile not only pursues financial success but also contributes positively to societal well-being.

Looking ahead, North remains committed to pushing the boundaries of telecommunications with Mint Mobile. His ongoing focus on enhancing the digital consumer experience and expanding market share through strategic innovations and relentless customer focus is set to propel Mint Mobile even further as a leader in the telecom industry.

Aron North's tenure at Mint Mobile is a testament to the power of innovative marketing and the importance of customer-centric business practices. His approach not only drives the company's growth but also challenges the traditional telecom industry norms. As North continues to lead Mint Mobile, his strategies and insights are expected to keep influencing the future of marketing in the digital age, exemplifying the impact of a visionary leader in a rapidly evolving industry. ♦



LUSH QUILTS SOCIAL MEDIA - IS THIS THE START OF A NEW MARKETING TREND?

In the digital age, social media is a driving force for every brand, globally. From brand launch to brand awareness, from customer engagement to even selling products, social media platforms like Facebook, Instagram, TikTok, and Snapchat have become integral marketing tools for

brands and influencers alike. However, the British cosmetic brand Lush decided to go south. The company that specialises in body, skin, bath, and hair care products decided a year ago to quit four major social media platforms, including Facebook, Instagram, TikTok, and Snapchat.



Unlike other businesses, Lush has a history of taking political stances. It had raised its voice against animal cruelty, collaborated with Allout for its #GayIsOk campaign in 2015, and donated its earnings (approximately \$400,000) from sales of its Error 404 bath bomb to digital activists working for free, safe and open internet. Despite all these, Lush denounced social media platforms. But why?

Why Lush Left Social Media?

As per the Lush press release, this shocking decision to quit social media is associated with The Wall Street Journal's story, 'The Facebook Files', based on how the social media platform is apparently putting user engagement and profits ahead of consequential social harms. By deciding not to engage with its customers on social media, Lush has taken the initiative to mark the limit of unethical practices of social media players. Thus, the company is protecting its customers from the menace and manipulation they might experience while connecting with Lush on social media at the cost of losing approximately \$13 million.

Is It Time To Rethink Our Social Media Strategy?

As an alternative to Instagram and Facebook, Lush is planning a range of initiatives, such as expanding its presence on YouTube, utilisation of Twitter for customer support, investing in email marketing for campaigns, and leveraging Pinterest for inspirational content since these applications provide emotional support and have proven positive impact on mental health. In addition, the company will focus more on offline marketing and invest in physical events, community engagement, and postal catalogues.

Lush is one of many brands to reconsider its social media approach and quit Instagram, Facebook, Snapchat, and TikTok. Bottega Veneta, the Italian fashion brand, took a shocking exit from social media in January and launched its digital magazine, 'Issue.' Balenciaga, a luxury fashion house founded in 1919, mopped its Instagram grid, and since then, the company has been doing it frequently.

Brands like Nike and Telfar have modified their marketing strategies less drastically and started focusing on community building and direct customer engagement. The distrust around social media has allowed brands to create a direct relationship with customers, and how it will work out in the long term is still unfolding. ♦♦

Best Marketing Leaders from USA 2023

*Embodying Heart-Driven
Leadership at Workday*

CHRISTINE CEFALO

**EVP and CMO,
Workday**

In a landscape where technology continually reshapes how businesses operate, Christine Cefalo stands as a luminary in marketing. As the Executive Vice President and Chief Marketing Officer at Workday, her exceptional leadership has been pivotal in steering the company's innovative strategies forward. Cefalo's approach to marketing, which marries deep empathy with strategic brilliance, has earned her the distinction as one of the "Best Marketing Leaders from the USA in 2023," selected by TradeFlock.

Christine Cefalo's journey into the world of technology marketing is a tale of perseverance and adaptability. From her early days working at a fast-food restaurant to navigating the challenges of securing her first tech role at PeopleSoft, her path was anything but conventional. Raised by a teacher and a musician, Christine's early exposure to the tech industry was limited. However, the work ethic instilled by her parents and her diverse job experiences fueled her determination to succeed.

Joining Workday marked a significant chapter in Cefalo's career, where she has now contributed over 14 years, growing through eight different roles. Starting in public relations and moving through the ranks to become the CMO, Christine has been instrumental in not only shaping the company's marketing strategies but also its culture and core values.

"Listening is so important—especially in marketing," Christine shared in our conversation, reflecting on advice she received from Workday's co-founders. This philosophy of listening intently to customers, market trends, and her own team has been central to her leadership style. It allows her to bring an "outside-in" perspective that keeps the company aligned with the evolving needs of its users and the market.

Under Cefalo's leadership, Workday paused its brand campaign launch at the onset of the COVID-19 pandemic, choosing instead to focus on employee well-being—a decision that speaks volumes about her values-driven approach. This sensitivity and responsiveness to global events have shaped how Workday communicates its brand, ensuring that the company's messaging resonates with both heart and mind.

Christine's tenure has not been without challenges. The rapid shift to a remote working model during the pandemic tested her ability to adapt quickly. By emphasizing an employee-first culture and gathering weekly feedback from the team, she ensured that Workday not only adapted to new realities but also thrived, maintaining a focus on the health and productivity of both employees and customers.

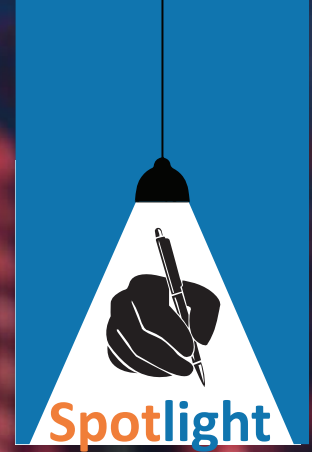
Christine's strategies have significantly boosted Workday's visibility and market share, making it a beloved brand among enterprises looking for human-centered tech solutions. Her focus on empathetic marketing and robust community engagement has helped shape Workday's image as a compassionate and innovative leader in the tech space.

"I've also learned about the importance of values, and the power of using them as a North Star—a strong set of values will always lead you to the right answer," says Christine. This guiding principle has been evident in how Workday approaches everything from product development to customer service and internal culture. Looking ahead, Christine is excited about the role of technology in enabling positive change. She is passionate about supporting people with disabilities and normalizing conversations about mental health, reflecting her commitment to inclusivity and support within and outside Workday.

A staunch advocate for people with disabilities and mental health awareness, Christine's personal experiences have deeply influenced her professional outlook. She sees these challenges not as disabilities but as different abilities that bring unique perspectives and strengths to the table.

Christine Cefalo's leadership at Workday is a testament to her belief that true success comes from combining a data-driven approach with a deep understanding of human emotions and values. Her journey from the early struggles to her role as a top marketing leader is a powerful reminder of the impact empathetic leadership can have on a global scale. As Workday continues to evolve, Christine's vision and strategies are set to propel the company further into the forefront of enterprise technology, making it a beacon for others to follow. ◆

People buy with
their hearts,
and people join
companies to help
make a difference
in the world



HOW DO DYNAMIC CHANGES IN THE MARKETPLACE SHIFT THE WORKING OF MARKETING LEADERS?

Digitalisation has impacted every aspect of organisations' business models, from the front end to the back office, from the way value is created for customers to the way they capture the value. By adopting technology-centric business models, business organisations are experiencing a rapid transformation of their activities. The digital transformation of businesses is challenging the conventional theories and concepts of marketing and management.

We've heard a lot recently about how the CMO is, in some instances, becoming more of a "chief customer officer." Why is this happening, and what is driving the change?

Over the last few years, businesses have become much more customer-focused — and a lot of that gets directed to things that operate under the banner of customer

experience. CMOs are frequently the owners and drivers of the customer experience, the scope and depth of which can be expansive and stretch beyond the traditional domain of a marketing organisation. CMOs are required to lead the charge or at least play a major role in customer experience, and that's driving this chief customer officer narrative.

There's also something else at play: Today, CMOs and their teams need to be absolute experts on consumer or customer behaviours and trends and be hyper-aware of the competitive landscape, historical business performance, and wider mega-trends. There's no longer an option to operate without a powerful insight engine. You can't be customer-centric if you don't understand customers and the holistic reality of the world they live in.

How CMOs priorities shifted in response to this change?

CMOs are re-embracing a more intelligent approach to strategy, which is to say strategies that are based on deeper insight and designed to be dynamic and adaptable. The last couple of years have made it clear that the world can change quickly and dramatically. Organizations that can't or won't quickly adjust their strategies do and will continue to struggle.

Another big shift for CMOs is seeing more success optimising for lifetime value (LTV) — and not just in terms of near-term transactional goals. There is always tension between balancing near-term business objectives and long-term needs. The increased friction and costs of acquiring new customers can be high, so finding and keeping the right customers has become much more important. Businesses and CMOs with vision and healthy financial positions are making LTV a priority.

Finally, brands have become more important than ever. The power of a healthy, vibrant brand has sustained many organisations through challenging times, and as buyers are overwhelmed with options in virtually every category, its impact has become clear. Our research shows that brand strategy is one of the areas CMOs are prioritising to bring in-house as the importance of this area continues to grow.

How has the role of the CMO within the C-suite changed recently?

Many CMOs have significantly improved their level of influence within their organisations by knowing more about the business, marketplace, and customers than anyone else. The CMOs who know them best most often have the greatest influence. They're valued contributors to overall business strategy and have solid credibility with peers. CMOs more focused on the marketing "craft" can find themselves positioned as leaders of an execution organisation, not drivers of strategy or heavy influencers of the overall direction of the business.

Today, CMOs and their teams need to be absolute experts on consumer or customer behaviours and trends and be hyper-aware of the competitive landscape, historical business performance, and wider mega-trends.



The scope of the CMO varies across organisations. There are several CMO roles in which the CMO may have responsibility for customer experiences, product strategy, innovation, communications, and all the other traditional marketing functions. Then there are the narrow CMO roles, where the scope may be limited to a region, business unit, or product category. Managing the intersections — and sometimes collisions — with other C-suite roles is a challenge many CMOs face. These other roles aren't good or bad; they just create the need to define roles and responsibilities within the organisation and can make it more challenging for CMOs to clearly communicate the value of marketing.

As much as things change, they remain the same. The centre of the bullseye for the vast majority of CMOs is growth, which CEOs look to CMOs and their teams to drive. For all the other things CMOs need to manage, they should never take their eyes off that ball. ♦



FREDERIQUE CONSTANT GENEVE

Live your passion



HIGHLIFE
Automatic COSC

MOVING FORWARD

Ph: 080-48050654 | www.helioswatchstore.com



HELIOS
THE WATCH STORE

frederiqueconstant.com

SELF-DRIVING CARS AND THE EXPANSION OF AUTOMOTIVE VALUE CHAIN

When we think of automobiles, we usually form some version of an image in our minds where someone is driving a car on the road. This image of a passive machine needing an operator is moulded in our brains by the 20th-century status quo of how cars take place in our daily lives. However, with the advancements in robotics, AI, cloud and Big Data, the status quo is about to change dramatically.

We are on the cusp of a revolution in the automobile experience powered by industry 4.0 technologies. Self-driving cars with SAE Level-3 and Level-4 capabilities will most likely become mainstream before the end of the decade. These capabilities include autonomous driving with minimal (Level-3) or no (Level-4) human supervision within a constrained geography. Several companies in the USA, Europe and China are pushing the boundaries to provide self-driving capabilities in large urban metropolitans as well as highways.

Depending on the size and number of self-driving-enabled locations, there is no doubt that autonomous cars will transform the automotive value chain.

The automotive companies of the future will not just be manufacturers of passive machines that always need human operators (drivers). These companies will rather become transportation service providers like airlines. Thus, the automotive value chain will expand beyond purchasing a vehicle into our daily lives as an on-demand autonomous chauffeur service.

Will the automotive companies choose a robotaxi business model, implement personal autonomous cars to charge subscription fees or both? We do not know that yet. What we know, though, is that this can all happen only if the revolution succeeds.

My choice of the word revolution is not coincidental by any means. This is so much more than just new technological advancements. There is a certain cultural and sociological aspect to it as well.



Haluk Ay, PhD
Staff Engineering Analyst,
Cruise

Will society perceive this new technology as a means of societal transformation or a gimmick? Will we transform our routines and habits with dependence on this technology or not? Will governments support this transformation with large-scale infrastructure projects to increase safety and reliability and reduce operating costs? The definitive answer is still yet to be seen, but one thing is certain. As long as the pursuit of advancement in self-driving technologies continues, we can expect autonomous transportation to creep into our daily lives and be part of the automotive value chain in the near future. ♦

Best Marketing Leaders from USA 2023

*Shaping the Future of Retail with
Visionary Marketing Leadership*

CRAIG BROMMERS

*Chief Marketing Officer,
American Eagle Outfitters*

Sustainability isn't just a trend; it's a business imperative. As marketers, it's our job to weave this into our brand's narrative

Craig Brommers is a standout figure in the realm of retail marketing, renowned for his innovative leadership and strategic acumen as the Chief Marketing Officer at American Eagle Outfitters. His illustrious career is marked by significant tenures at major

fashion brands where he spearheaded transformative campaigns and initiatives. Recognized as one of the "Best Marketing Leaders from the USA in 2023," Brommers continues to redefine the boundaries of marketing in the retail sector.

Educated at UCLA Anderson School of Management where he earned his MBA in Marketing, Brommers's profound

understanding of marketing dynamics has been pivotal throughout his career. His journey through high-profile roles includes significant impacts at Gap, Abercrombie & Fitch, Calvin Klein, and Speedo. Each role leveraged his unique blend of creativity and strategic insight, significantly boosting brand visibility and market penetration.

As Senior Vice President of Marketing, Brommers revitalized the Speedo's image, connecting with a broader audience through innovative digital campaigns. He enhanced the Calvin Klein 's global appeal as the Senior Vice President of Global Marketing, spearheading campaigns that blended high fashion with universal accessibility. As Senior Vice President of Marketing, his strategies at Abercrombie & Fitch were crucial in repositioning the brand to appeal to a mature audience while maintaining its youthful ethos. His tenure as Chief Marketing Officer of GAP was marked by a creative rejuvenation that targeted a global audience, blending traditional media and digital platforms. At the helm of marketing at American Eagle Outfitters, Brommers's strategies have focused on inclusivity, digital innovation, and sustainability.

Brommers's leadership is characterized by a forward-thinking approach that prioritizes inclusivity and sustainability. He fosters a culture of creativity and bold experimentation within his teams, believing that "the best marketing connects emotionally, telling stories that resonate across all demographics." At Gap, Brommers faced the significant challenge of reinvigorating a brand in a saturated market. His response was a series of bold, inclusive campaigns that successfully increased the brand's relevance among younger shoppers.

At Calvin Klein, a groundbreaking digital campaign successfully integrated social media with high fashion, significantly enhancing the brand's appeal to the younger demographic. This approach was followed by the "Modern Redefined" campaign at Gap, which skillfully blended classic aesthetics with modern sensibilities to attract a broad consumer base. More recently, the "Real Voices"

The role of a marketer is to forge connections – between brands and people, aspirations and realities

campaign at American Eagle celebrated diversity and authenticity, markedly boosting the brand's engagement rates among Gen Z consumers. Each campaign under his direction not only defined the brands' market positions but also set new benchmarks for digital marketing in fashion retail.

Under his leadership, American Eagle has seen a surge in market share, driven by campaigns that adeptly blend social media with experiential marketing. His efforts have earned multiple industry accolades, cementing his status as a leader in marketing innovation.

Brommers is enthusiastic about the role of technology in marketing, particularly predictive analytics and AI to enhance customer engagement. He is committed to steering American Eagle towards even greater sustainability, aiming to make it the most environmentally responsible brand in retail.

Craig Brommers is not just a marketing executive; he is a visionary whose work continues to influence the retail industry. His strategic foresight and commitment to innovation have consistently propelled his brands to the forefront of the market, making him a true leader in his field. As he continues at American Eagle Outfitters, the industry watches eagerly to see how he will navigate the future of retail marketing. ♦♦



FROM B₂B TO H₂H: HUMANISING CUSTOMER EXPERIENCE IN BUSINESS RELATIONSHIPS

Regardless of the industry you are operating in, whether it is Business to Customer (B2C) or Business to Business (B2B), customer service is one of the most crucial differentiators that set a business apart from its competitors. It is quite surprising that many businesses have still not paid enough attention and effort to developing their most competitive marketing weapon - customer service.

The difference in customer service between a successful and an average company is evident in the consumer world. Now, consumers have a lot of alternatives to choose from for . All companies operating in these sectors are

frontline businesses. Amidst a plethora of competitors enticing customers, a company's effort to deliver compelling customer services sets the distinction.

However, in the B2B world, organisations, manufacturers and distributors dealing with other businesses instead of customers face different challenges. As they typically don't have as many competitors as in the B2C sector, customer service becomes more crucial for them. Usually, customers have fewer choices at hand, and when they find a suitable alternative, they are likely to switch to it. In the B2B arena, instead of consumers, other businesses are customers,

not consumers, and the methods that are used to conduct business, particularly at the customer service level, are distinguishable.

Communication between company representatives and a customer is a significant touch point in the retail industry. But with B2B companies, it is not the case as the “Human to Human” (H2H) factor is sometimes lost. It’s no mystery that right B2B marketing is selling something, but clients are exhausted of being sold to.

Why is H2H the Basis of Today’s Marketing?

Marketing is a stream that aims to sell products or services either to give a solution to its target customers or to deliver a unique and compelling experience to them. This is where the human touch of marketing lies in providing a rich experience that can make customers feel valued and safe. In today’s scenarios, companies must have to set themselves apart from others by including more and more human factors in their offerings and putting customers as the first priority. Failing to do so will dehumanise the company resulting in a more elusive entity.



Add a Personal Touch to Your Campaign to Build a Robust H2H Strategy



What you speak and how you present it to your customers will greatly influence your brand. We need to ask additional inquiries before pushing the post button in H2H marketing. And it all begins with words. The language used in H2H should be straightforward and engaging. You're talking to a human; treating them as such rather than simply another sales number will be appreciated.

According to The Drum's study, publishing content that tells a narrative and evokes emotions in your audience may increase your B2B sales by 55% in the long run. Storytelling helps you connect emotionally with your consumers. It's an excellent approach to demonstrate how your product or service may improve someone's life without being aggressive. After all, people will remember how you made them.

Infographics may assist in explaining technical topics in a fun and accessible manner. You can create visually appealing and useful images that explain complicated topics and captivate your audience by using the Venngage infographic builder. Another great way to engage with your audience is through video. Include both in your content strategy.

Stay current on current events and movements your customers are interested in, and actively demonstrate your support. This demonstrates your brand's value system and shows that decisions are made by real individuals behind the scenes. ♦

Best Marketing Leaders from USA 2023

*Pioneering Marketing Excellence at
Autodesk*

DARA TRESEDER

**Chief Marketing Officer,
Autodesk**

In an era where innovation and technology constantly redefine the parameters of design and manufacturing, Dara Treseder stands as a beacon of marketing brilliance. As the Chief Marketing Officer at Autodesk, Treseder has not only elevated the brand's global presence but also embedded it deeper into the fabric of its diverse customer base. Recognized for her dynamic leadership and innovative strategies, she has been rightly named one of the "Best Marketing Leaders from the USA in 2023."

Treseder's journey to the apex of marketing excellence began with her academic achievements, holding a Bachelor's degree from Harvard University and an MBA from Stanford Graduate School of Business. Her career is distinguished by a series of strategic roles at notable technology and consumer companies, where she developed a knack for transforming marketing paradigms and accelerating business growth.



Joining Autodesk was a pivotal move in Treseder's career, marked by her commitment to not just leading but revolutionizing the company's marketing approach. Her tenure at Autodesk has been characterized by a proactive shift towards digital platforms, emphasizing sustainable design and engineering solutions that cater to the needs of professionals and creators around the globe. Treseder believes in a marketing philosophy that is customer-centric and innovation-driven. "Our goal at Autodesk is to empower our customers to make anything," Treseder shared during our interview. Her approach involves deeply understanding customer needs and then leveraging cutting-edge technology to meet those needs effectively and efficiently.

Under Treseder's leadership, Autodesk has launched several high-impact marketing campaigns. One notable campaign involved partnering with major engineering firms and showcasing their use of Autodesk's solutions in groundbreaking projects, from skyscrapers to sustainable city designs. These case studies not only highlighted the versatility of Autodesk's products but also cemented its role as an essential tool in modern engineering and design.

Another significant initiative led by Treseder focused on small businesses and independent designers. By offering tailored solutions that help these customers harness the power of Autodesk's comprehensive suite of tools, the campaign effectively broadened Autodesk's user base and reinforced its commitment to supporting creativity and innovation at all levels.

Every leader faces challenges, and Treseder is no exception. One of the major challenges during her tenure has been navigating the shift in global market dynamics, especially during economic downturns. Treseder's strategy focused on a robust digital transformation, optimizing Autodesk's marketing efforts to be more agile and responsive to market changes. This approach not only helped Autodesk maintain a strong market presence but also expanded its reach during uncertain times.

Treseder's innovative strategies have significantly enhanced Autodesk's market position. Her focus on integrating customer feedback into product development and

Sustainability isn't just a trend—it's a commitment to the future. At Autodesk, we're dedicated to building tools that help solve some of the world's most complex design challenges in an environmentally responsible way

marketing strategies has increased customer engagement and satisfaction. Moreover, her efforts in promoting Autodesk's sustainability initiatives have greatly enhanced the brand's reputation as a leader in sustainable design technology.

Looking forward, Treseder is excited about the possibilities AI and machine learning hold for marketing. She envisions these technologies as key to delivering more personalized, customer-focused solutions that anticipate needs and drive engagement. Additionally, she is passionate about advancing Autodesk's commitment to sustainability, aiming to lead the industry in developing eco-friendly design technologies that help solve some of the world's most pressing environmental challenges.

Dara Treseder's tenure at Autodesk exemplifies her as a leader who is not only ahead of her time but also deeply committed to empowering creators and engineers around the world. Her strategic vision and unwavering dedication to innovation and customer satisfaction continue to drive Autodesk forward, shaping the future of how we design and build our world. As the digital landscape evolves, Treseder's leadership is sure to keep Autodesk at the forefront of the industry, consistently paving the way for new ideas and better solutions. ♦



REDEFINING CUSTOMER EXPERIENCE

NAVIGATING THE UNCHARTED WATERS OF EMERGING TRENDS

Compelling customer experience is the key to success, and businesses across the globe are investing heavily to improve their customer experience. As per Metrigy's 2023 Technology Spending Outlook, around 65% of companies plan to enhance and improve their CX technology expenditure by an average of 24%. This survey includes more than 400 business leaders, CX officers and IT managers. This data gives more significant insight when compared to the overall spending

of businesses, as the same study shows that only 25.7% of companies are willing to increase their overall business expenditure.

Corporations must be better prepared to allocate a percentage of their expenditures to the areas that will have the most impact by keeping an eye on the rising trends in customer experience. The moment to act is now, so taking the initiative and demonstrating to clients how much you respect their experience is crucial to thrive.

The Power of Emotional Intelligence

According to a study by Vonage, 86% of customers have reported that a positive and emotional bond with client representatives or sales personals makes them likely to do business with the company again. Another intersecting fact that the survey has revealed is that around 95% of decisions are taken subconsciously, which means your business requires emotional intelligence to thrive.

These numbers are a testament to this rapidly growing trend among the leading businesses across the world to focus on developing emotional intelligence and empathy skills in their customer support executives since they are the foremost contact of the customer journey. Emotional intelligence means controlling your own emotions while addressing and responding effectively to the customers' emotions. It simply requires listening to customers attentively, seeking their feedback and understanding their problems.

3As: AI, Analytics & Automation

The buzz around artificial intelligence is not overrated, as it actually has a robust impact on customer experience. According to Gartner's report published on August 31, 2022, AI integration in customer service centres could save approximately \$80 billion in costs. AI in Customer Experience Management (CXM) began with basic chatbots to automate tasks but has now grown to include more complex functionalities. AI-powered Net Promoter Score (NPS) programmes, for example, may collect data from many customer touchpoints, allowing businesses to get a deeper insight into the customer experience and suggest areas for improvement. With customer demands at an all-time high, corporate success requires automation and analytics. It not only enables organisations to understand consumers more quickly and deeply, but it also enables them to respond to customer problems and issues more quickly while fostering meaningful interactions across the whole customer experience. In the long term, automation and analytics will contribute to better business

outcomes by allowing consistent, cost-effective means of communicating with consumers and providing the excellent customer experience they expect.

Improving Reach With Omni Channel Interactions

Harvard Business Review analysed the purchasing habits of 46,000 consumers and discovered that 73% of customers prefer to purchase across numerous channels. In comparison, 7% of customers only purchase online, while 20% only buy in-store.

These numbers showcase that businesses must have a presence across numerous channels. To deliver an omnichannel experience to the customers, it is vital to integrate innovative technology across all the touch points. It indicates that customer data must be easily accessible and should be consistent across all channels. Customer data and browsing history enable brands to hyper-personalisation of offerings, deliver a consistent experience, decrease friction and increase customer satisfaction. Hyper-personalisation is the most sophisticated technique for firms to personalise their marketing to particular clients. It is accomplished via the use of data, analytics, AI, and automation to provide customised and targeted experiences. Using hyper-personalisation, companies may send fully customised messages to particular consumers at the right location, time, and through the appropriate channel.

The future of Customer Experience looks bright for businesses aiming to deliver exceptional customer experiences. By completely comprehending these crucial developments, your company will be able to make informed investments in technological advances that will offer it a competitive advantage in the market. Companies may separate themselves from competitors and create customer loyalty that fosters long-term success by following these great CX principles. Personalisation of customer experience begins with gathering customer data from various sources and then analysing this data to gain insights into customer preferences and needs. ♦



**Best
Marketing Leaders**
from USA 2023

*Championing Accountability
and Diversity at Procter & Gamble*

**MARC
PRITCHARD**

*Chief Brand Officer,
Procter & Gamble*

People buy with
their hearts,
and people join
companies to help
make a difference
in the world. At
Workday, our
purpose is to inspire
a brighter work day
for all

As the Chief Brand Officer at Procter & Gamble, Marc Pritchard is a prominent voice in the marketing world, renowned for his outspoken stance on accountability in advertising and his leadership in fostering diversity. His strategic insights and ethical approach have marked him as a trailblazer, especially in light of recent social challenges and the digital transformation of consumer interactions.

Marc Pritchard's career at P&G has been characterized by a dedication to innovation and ethical standards. His leadership extends beyond traditional marketing, focusing on the impact of advertising in society and the role of brands in shaping cultural conversations. Pritchard's influence is particularly noted in his calls for greater accountability within digital advertising platforms and his commitment to diversity and inclusion within the industry.

In recent conversations, notably at P&G's virtual LifeLab at CES, Pritchard expressed his concerns over the amount of time brands spend monitoring advertising platforms rather than relying on these platforms to regulate themselves. He highlighted the urgent need for enhanced accountability and oversight, especially following events that underscore the potential for harmful content, such as the insurrection at the US Capitol. "We don't want to monitor ad content. That's really something that the platforms need to do," Pritchard stated, emphasizing the necessity for standards that are enforced and audited within the industry.

Marc Pritchard has also been a vocal advocate for diversity, setting ambitious goals for P&G and its suppliers to mirror the demographic makeup of the US population. With targets for substantial multicultural representation, Pritchard is pushing for equal representation in all areas of P&G's supply chain, from agencies to production crews. His efforts reflect a broader commitment to eliminating systemic investment inequalities and promoting inclusivity across the board.

The adaptation to virtual platforms has been a significant shift under Pritchard's leadership. The transformation of P&G's CES presence into a virtual LifeLab is a testament to his forward-thinking approach. This innovative platform allows attendees to explore new products like the EC360 sustainable cleaning line and the first-ever microchip-powered Febreze plug-in air freshener through a virtual avatar. This



strategy not only adapts to current consumer behavior but also sets a precedent for future digital engagements.

Pritchard's vision extends to the evolving landscape of e-commerce, acknowledging its substantial growth across all markets. His approach is to continuously innovate while aligning product offerings with consumer needs, such as enhanced cleaning and environmental sustainability. This focus is crucial as P&G adapts to the changing ways consumers experience retail, from online ordering to in-store pickups.

Looking forward, Marc Pritchard advocates for a "constructive disruption" of traditional media buying practices. His strategy involves working directly with broadcasters and publishers alongside agencies to create deals that offer mutual benefits, reflecting a shift towards more dynamic and value-driven media engagements.

Marc Pritchard's role at Procter & Gamble is much more than that of a traditional Chief Brand Officer. Through his advocacy for safer media practices, commitment to diversity and inclusion, and innovative approaches to consumer engagement and e-commerce, he is setting new standards in the industry. His leadership not only influences P&G's policies and practices but also inspires broader changes across the global marketing landscape, making him a pivotal figure in shaping the future of brand communication. ♦

"THE ELECTRIC LIGHT DID NOT COME FROM CONTINUOUS IMPROVEMENT OF CANDLES" - OREN HARARI

"It took us nearly 60 years after independence to achieve trillion dollars spot in our economy, next it took 12 years to achieve our second trillion-dollar mark. And it had taken only five years, 2014 to 2019, to achieve the third trillion economy."

Recently we had pipped the U.K., our colonial ruler, as the 5th largest economy, it's a real proud moment for all of us. And soon the India will add a trillion more in a period of five plus years by 2025, which earlier was supposed to be done by 2023 but due to disruption of covid pandemic this got delayed. Furthermore, to reach to a 10 trillion economy we might take anywhere ten to fifteen years from here, looking to the current growth trajectory and momentum.

Apart from celebrating and congratulating ourselves on our hard work and accomplishments on becoming one of the fastest growing economy we have two points to understand, one on how to reach a ten trillion economy and how things will evolve in this journey of becoming a ten trillion economy.

On my first point I believe, all this will be funded by the disruption in technology, thinking and trends based on innovation in AI, robotics, and data intelligence. Those who think to start small in automation or in adopting to new age technologies, and focus on small improvements, chances are there, that they will lose to competition who is going big bang on these, resulting not only in reducing cost but also improving experiences of all stake holders including consumers. Very soon technology will be touching all points of every transaction.

History is full of case studies where technology changed the landscape of the industry and there are companies who adopted and thrived, and those who could not were out of the business. The future belongs to those who are fast, fast in adopting the changing dynamics



Abhinav Jain Ranka
CFO & Head Finance,
PharmEasy

of business and technological landscape. Time will recognise these 'Digital Spartans' who are creating a future with technologies and creating new heights.

Thinking, the new unthinkable is the new era of innovation & evolution is the key.

Now let's come to second point that how things will evolve with the rising stature of the country? We are already witnessing the acceptance of India globally and India is becoming a new market for global enterprises. This trend will continue and grow deeper in the coming years.

Further this will also lead to a change in the consumer behavior and consumer centricity, every increase in per-capita income will made us more a hot market for global and Indian enterprises. In the years to come the 'pyramid of demand' will turn into 'a crown of demand' where in earlier there were layers of consumer in the market vis-à-vis in 'crown of demand' there will only two layers one will be brands (i.e. jewel of crown) and rest will be commodity (i.e. metal of crown). For brands it becomes utmost

necessity to innovate and develop the unique consumer products quiet ahead of the consumer expectation, otherwise they will not survive and these companies will be with very high margins. For the rest, i.e. commodity segment, they have to give a very price competitive, good quality and durable quality product to the consumer to stay alive in the market.

The behavior of both the markets will be very different, say for example the go-to market strategy will also be very different. In the branded market it will be a unique product and people feel proud to be associated with the same, so lot of innovation and new launch will be there to serve the niche segment and in this lots of products might not be accepted because of uniqueness of design and trend setter categories but still they have to continue to launch new product very frequently. Whereas in the commoditised market enterprises have to ensure that they cannot be wrong in selecting any product as the failure of any sku will lead to high dent on margins and mostly they will be picking the products that are being in trends in the first category.

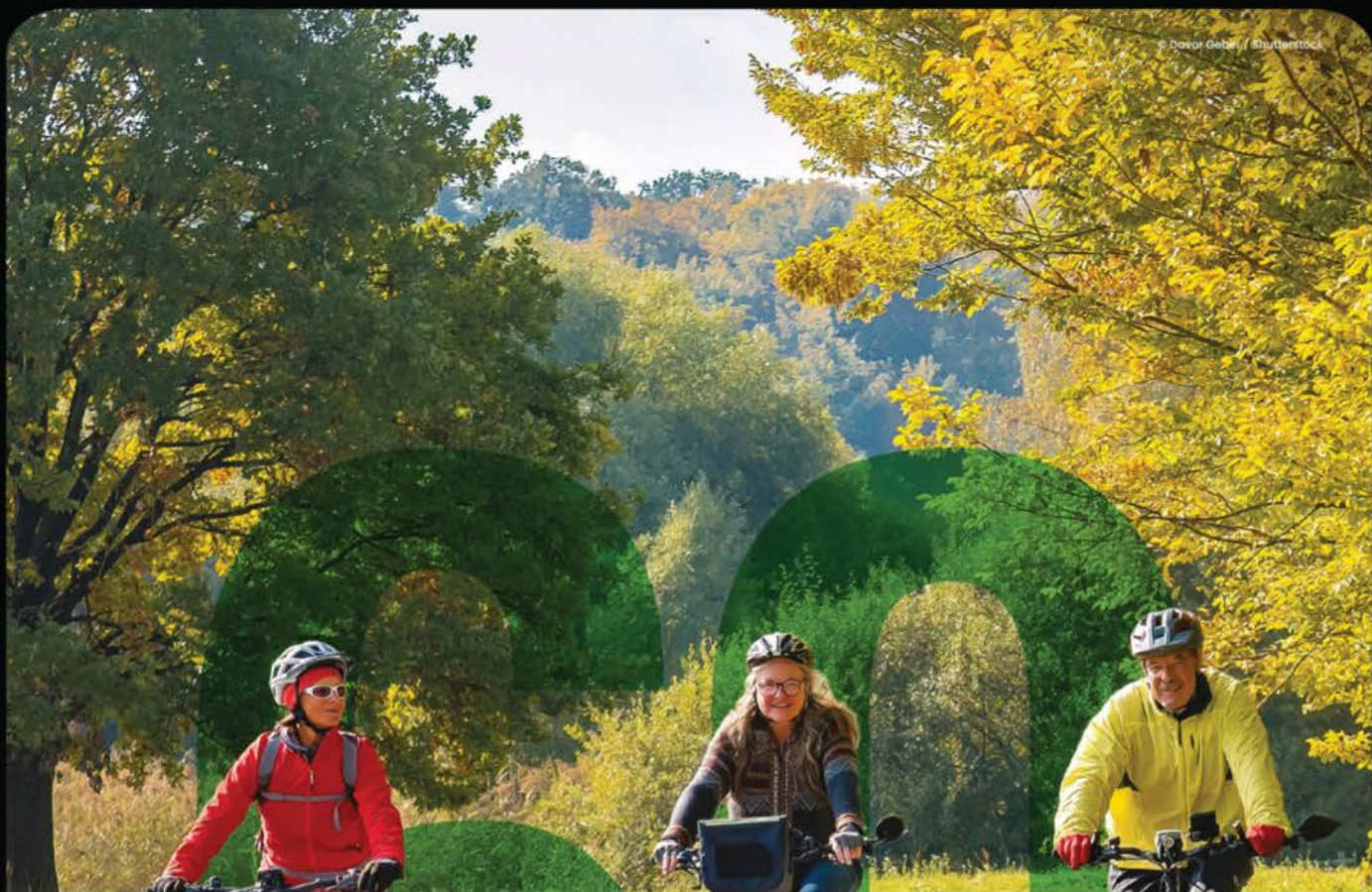
Business is a precise endeavor and never insulated with changes & evolutions. In most of the cases enterprises will launch two categories for satisfying both the array of customers and even in all these as businesses grapple with their new and expanded role, they need to take a more strategic approach so that they may create value for shareholders; attract highly talented, motivated employees; spread a positive form of capitalism; and make the communities in which they work happier and healthier.

On top of the same there are expectations on social responsibilities as well. Today we have to solve far more numerous, complex & global issues, and fast-changing than ever before. With the dawn of new era for the country the concerns like global warming, unfair labor practices, air and water pollution – the list goes on and on, are also need to be addressed for generation to come. Companies are first and foremost agents for wealth creation. By virtue of their scale and global reach, however, they have also become agents for profound social change. ♦♦

**YOU CAN
HAVE IT
ALL!**

**MATT
BURNE**
Honda





Give an Hour for Earth

Do something positive for the planet

worldwildlife.org/hour

60 EARTH
HOUR

