

Data Driven-Organisation

Building Brands at the Board Level

Roundtable Summary

Learn how advanced analytics enables CMOs to overcome the perception of softer marketing metrics in the boardroom and how it helps establish a common language with C-suite counterparts, fostering understanding, accountability, bringing the boardroom together to make informed decisions and achieve growth.

In this session we will discuss and share perspectives around the following themes;

- **Creating a Collaborative Team: Marketing, Finance and The Board**
- **Building a Marketing Analytical Tool Set**
- **Marketing in a Recession**
- **Emerging Best Practices of Data-Driven Marketing**

Transforming Boardroom Dynamics: How Analytics Empowers CMOs and Drives Growth

CMOs face challenges when working with C-suite counterparts, such as justifying marketing investment, fostering collaboration, adoption of marketing metrics, navigating economic downturns, and leveraging data-driven insights. The ultimate goal is to achieve growth through collaboration, informed decision-making, and staying ahead of competitors.

Join our roundtable discussion on "Building Brands at the Board Level." Dive into four key themes: Creating a Collaborative Team; Building a Marketing Analytical Tool Set; Marketing in a Recession; and Emerging Best Practices for Data-Driven Marketing.

In this dynamic roundtable conversation, we delve into the optimization of marketing investments, pinpointing the most effective analytics tools and strategies. We will unravel and engage in thought-provoking debates on best practices for marketing during economic downturns, while fostering agreement among crucial stakeholders such as board members. Discover ways to present marketing as an investment for growth, collaborate seamlessly with finance, and persistently enhance the use of advanced analytics within your organization.

Don't miss this opportunity to gain insights from industry leaders, elevate your brand's performance, and strengthen boardroom dynamics.

Roundtable Chairs



Michael Schoen
EVP / GM, Marketing Solutions, TransUnion

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Juan B. Solana
Global Director, General Motors

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Michael Schoen is the General Manager and Vice President, Marketing Solutions at TransUnion, developing and perfecting a unified marketing intelligence platform that enables companies to win in the connected age. Michael oversees the end-to-end system of identity, helping companies know everything they can about customers and prospects, create spectacular customer experiences, and analyze what worked and how to make it better. His leadership has been instrumental in architecting the industry's most authoritative and real-time marketing platform, built on trusted identity across people, places, and things.

Juan is the Global Director, Measurement Science and Advanced Analytics - Performance-Driven Marketing (PDM) at General Motors, developing marketing measurement and testing frameworks, refining enterprise marketing 'metrics that matter' and using advanced modeling for data-driven decisioning that optimizes GM's annual marketing investments.