

TRANSFORMING MARKETING: *BUILDING HIGH-PERFORMANCE TEAMS IN A RAPIDLY CHANGING WORLD*

JAMES MCGILL
FORMER CHIEF MARKETING OFFICER, TERADYNE ROBOTICS

THE WORLD
IS RAPIDLY
CHANGING

*IS YOUR
TEAM READY?*



Background: Unprecedented Technological Change



Marketing: From Creative to Strategic



Need: Data-driven insights



Team: Agile and thrive in complexity



JAMES MCGILL – DRIVING TRANSFORMATION

- 20+ Years Leadership (Marketing, Operations, Sales, Software, M&A, VC, etc.)
- \$500M+ P&L / Large-Scale Teams
- Global Experience: Teradyne Robotics, SE Ventures, AVEVA, Schneider Electric, Aspen Technology, Startups
- Driving Success by Building High-Performing Teams



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PILLARS OF MARKETING TRANSFORMATION



CUSTOMER-CENTRICITY:

FROM UNDERSTANDING TO GUIDING

- Know Your Customers & Their Markets (Inside & Out)
- Communicate Value: Big Ideas, Key Differentiation
- Maximize Value-Add: Efficient Marketing



AGILITY AND EXPERIMENTATION: *FROM LAG TO LEAD*

- Rapid Experimentation & Iteration
- Embrace Calculated Risks, Learn from Everything
- Regional Adaptation with Customer Feedback Loop

A woman with long dark hair is looking at a smartphone. The background is a dark blue gradient with various digital overlays. On the left, there are white circuit-like lines and a bar chart. In the center, there are red and blue bokeh lights. On the right, there are white lines and a bar chart. The overall theme is technology and data.

INSIGHTS AS A STRATEGIC ASSET: *FROM DATA TO ACTION*

- Analyze: Market, Competitors, Customers
- Act: Predict, Strategize, Prove (Campaigns & MQLs)
- Discover: “Blue Ocean” Markets & Partnerships



BRIDGING SILOS: *FROM ISOLATION TO COLLABORATION*

- Marketing: Not a Silo!
- Cross-Functional and Internal Collaboration
- Shared Goals, Clear Roles, Open Communication



BUILDING A HIGH- PERFORMANCE MARKETING TEAM



CHART YOUR STRATEGIC COURSE WITH A CHARTER

- Clear roadmap for your team with four elements
 - **Vision:** *Marketing's Desired Future State*
 - **Mission:** *What Marketing Does to Achieve the Vision*
 - **Purpose:** *How Marketing Executes the Mission*
 - **Values:** *Guiding Principles for All Marketing Actions*

EXAMPLE CHARTER



Vision: Be the market share leader in target industries and the overall market thought leader.



Mission: Deliver data-driven market insights, develop impactful campaigns, and cultivate strong partnerships that accelerate revenue growth and brand recognition.



Purpose: Collaborate cross-functionally to execute marketing strategies and drive a unified customer experience.



Values: Data-Driven Decision Making, Ruthless Prioritization, Customer-Centricity, and Collaboration



STRUCTURE FOR SPEED AND SCALE

- Align Team Structure with Pillars & Charter
- Define Purpose, Roles, Responsibilities for Each Department
- Ensure Cross-Functional Alignment and Initiatives that Support Strategy

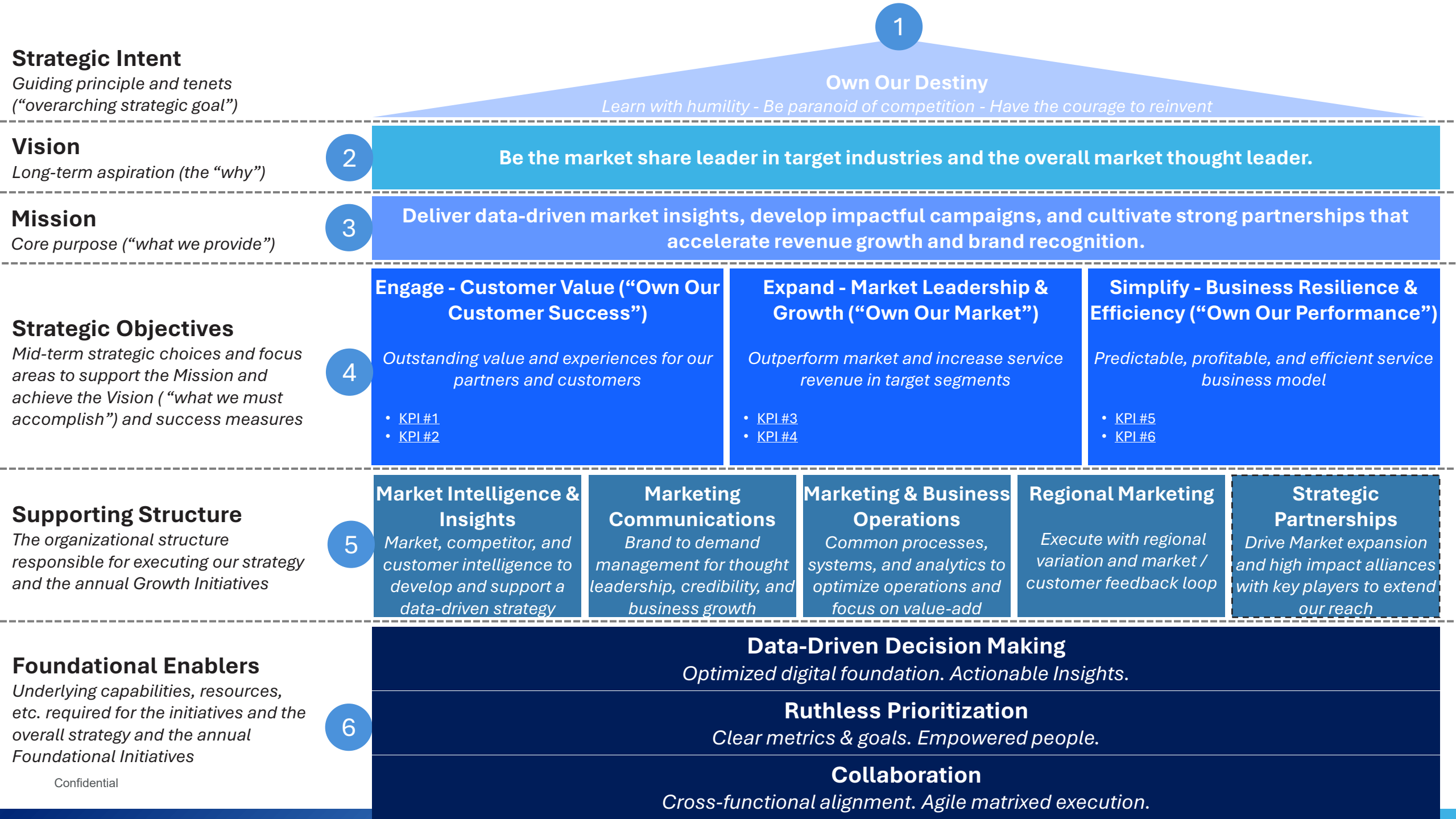
EXAMPLE STRUCTURE



The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

BRINGING IT ALL TOGETHER

Strategy on a Page



Growth and Foundational Initiatives

	Market Intelligence & Insights	Marketing Communications	Marketing & Business Operations	Strategic Partnerships
Status (RYG)				
Objective	A	B	C	D
Initiatives	• 1 • 2 • 3	• 1 • 2 • 3	• 1 • 2 • 3	• 1 • 2 • 3

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**THE FUTURE
IS NOW!**

***LEAD THE
TRANSFORMATION***

Marketing Leadership Is Crucial For
Strategy and Growth

Embrace The Pillars of Transformation

Build Your Charter, Define Your Structure,
Align Your Strategy, and Execute!



QUESTIONS?

- James McGill
- Former Chief Marketing Officer, Teradyne Robotics
- [linkedin.com/in/jamesmcgill](https://www.linkedin.com/in/jamesmcgill)

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