

# 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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## 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



## 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





## 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**



<u>Vision</u>: Be the market share leader in target industries and the overall market thought leader.



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



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



<u>Values</u>: 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**

Market
Intelligence &
Insights

Marketing Communications

Marketing & Business Operations

Key Stakeholders

Foundation: Market, competitor, and customer intelligence to develop and support a data-driven strategy Effective: Brand to demand management for thought leadership, credibility, and supporting business growth

Efficient: Common processes, systems, and analytics to optimize operations and focus on value-add

Alignment:
Communication,
Collaboration and
Feedback Loop

Roles & Responsibilities

- Market Intelligence
- Competitive Intelligence
- Customer Intelligence
- Market Analytics
- Insights for a Datadriven Strategy

- Brand
- Events / Experiences
- Integrated Campaigns
- Digital Marketing
- Communications
- Regional Marketing (Customer Feedback)

- Planning & Process
   Management
- Templates, and Governance
- Data Management & Reporting
- Budget Management

- Sales
- Services
- Product Management
- R&D
- Venture Capital / M&A
- Government Relations

Alignment

• Business Strategy

- Business Industry Team
- Business Operations and Finance
- Various Marketing Teams

## BRINGING IT ALL TOGETHER

Strategy on a Page

### **Strategic Intent**

Guiding principle and tenets ("overarching strategic goal")

#### **Own Our Destiny**

Learn with humility - Be paranoid of competition - Have the courage to reinvent

#### **Vision**

Long-term aspiration (the "why")

2

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

#### **Mission**

Core purpose ("what we provide")

3

6

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

### **Strategic Objectives**

Mid-term strategic choices and focus areas to support the Mission and achieve the Vision ("what we must accomplish") and success measures

### Engage - Customer Value ("Own Our Customer Success")

Outstanding value and experiences for our partners and customers

- KPI#1
- <u>KPI #2</u>

### Expand - Market Leadership & Growth ("Own Our Market")

Outperform market and increase service revenue in target segments

- KPI #3
- KPI #4

### Simplify - Business Resilience & Efficiency ("Own Our Performance"

Predictable, profitable, and efficient service business model

- KPI #5
- KPI #6

### **Supporting Structure**

The organizational structure responsible for executing our strategy and the annual Growth Initiatives

### Market Intelligence & Insights

Market, competitor, and customer intelligence to develop and support a data-driven strategy

### Marketing Communications

Brand to demand management for thought leadership, credibility, and business growth

## Marketing & Business Operations

Common processes, systems, and analytics to optimize operations and focus on value-add

### **Regional Marketing**

Execute with regional variation and market / customer feedback loop

### Strategic Partnerships

Drive Market expansion and high impact alliances with key players to extend our reach

#### **Foundational Enablers**

Underlying capabilities, resources, etc. required for the initiatives and the overall strategy and the annual Foundational Initiatives

Confidential

### **Data-Driven Decision Making**

Optimized digital foundation. Actionable Insights.

#### **Ruthless Prioritization**

Clear metrics & goals. Empowered people.

#### Collaboration

Cross-functional alignment. Agile matrixed execution.

### **Growth and Foundational Initiatives**

	Market Intelligence & Insights	Marketing Communications	Marketing & Business Operations	Strategic Partnerships
Status (RYG)				
Objective	Α	В	С	D
Initiatives	• 1	• 1	• 1	• 1
	• 2	• 2	• 2	• 2
	• 3	• 3	• 3	• 3

	Market Intelligence & Insights	Marketing Communications	Marketing & Business Operations	Strategic Partnerships
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Initiatives	• 1	• 1	• 1	• 1
	• 2	• 2	• 2	• 2
	• 3	• 3	• 3	• 3

## 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
- <u>linkedin.com/in/jamesmcgill</u>

