

# MarTech 101



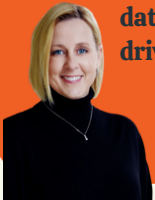
Thursday, April 8th

There has been an explosion of marketing tools to help companies connect with their customers. Our panel of experts discussed a variety of MarTech tools and methods. Understanding how to improve our customer intimacy by leveraging best practices and technologies will be key in the coming decade.

## Key Insights

- Marketing has evolved to be both equally creative and data driven.
- IT departments and marketing departments are working closer together now as the industry evolves.
- Marketing is more consumer-focused today than ever before.

"There's a huge need to understand the analytics and look at the data and let the data be the diplomat. Data is driving every decision."



Kathy Baker  
VP of Marketing  
TDIndustries

"So that's all enabled through digital. It really makes marketing a pretty powerful position and quite strategic."



Kim Schuy  
Senior VP of Digital  
EssilorLuxottica

"With marketing, a lot of people think it's the creative side and it's moved very much toward the tech and data side."



Megan Kent  
VP of Leasing & Marketing  
Camillo Properties