

How Modern Marketers are innovating today

Full funnel engagement with customers
with continuous testing and tracking at segment level

Next horizon of **content acceleration** and **efficiency with Gen-AI derivatives**

Frictionless **MLR review**

Agile Marketing in a global operating model as an enabler

True spirit of **experimentation and A/B testing**

Nextgen Omnichannel (beyond next best action)

Opportunity or threat? Skills the Modern Marketer of the future will need

How marketers currently spend their time¹

50%

managing process and execution

40%

defining vision and brand strategy

<10%

analyzing and interpreting data and developing new skills and capabilities

Skills of the future...



Data-driven decision making

Roots all decisions in a clear understanding of segments, funnel and barriers to progress

Rigorously assesses ROI of spend in near real time

Leverages the full power of their Martech stack and has comfort with analytics



Content CEO

Uses technology to create rapid derivatives of content that can be A/B tested

Knows how to engage effectively with MLR teams to deliver value quickly



Integrative business leader

Entrepreneurial approach to new technology and experimentation

Strong collaboration skills with cross-functional partners

Takes a leadership mindset to outsourcing decisions and all external partnerships

Marketing leaders expect to face an increasing skill gap as technology continues to evolve

58%

Of CMOs report that their teams lack the capabilities need to execute on their strategy

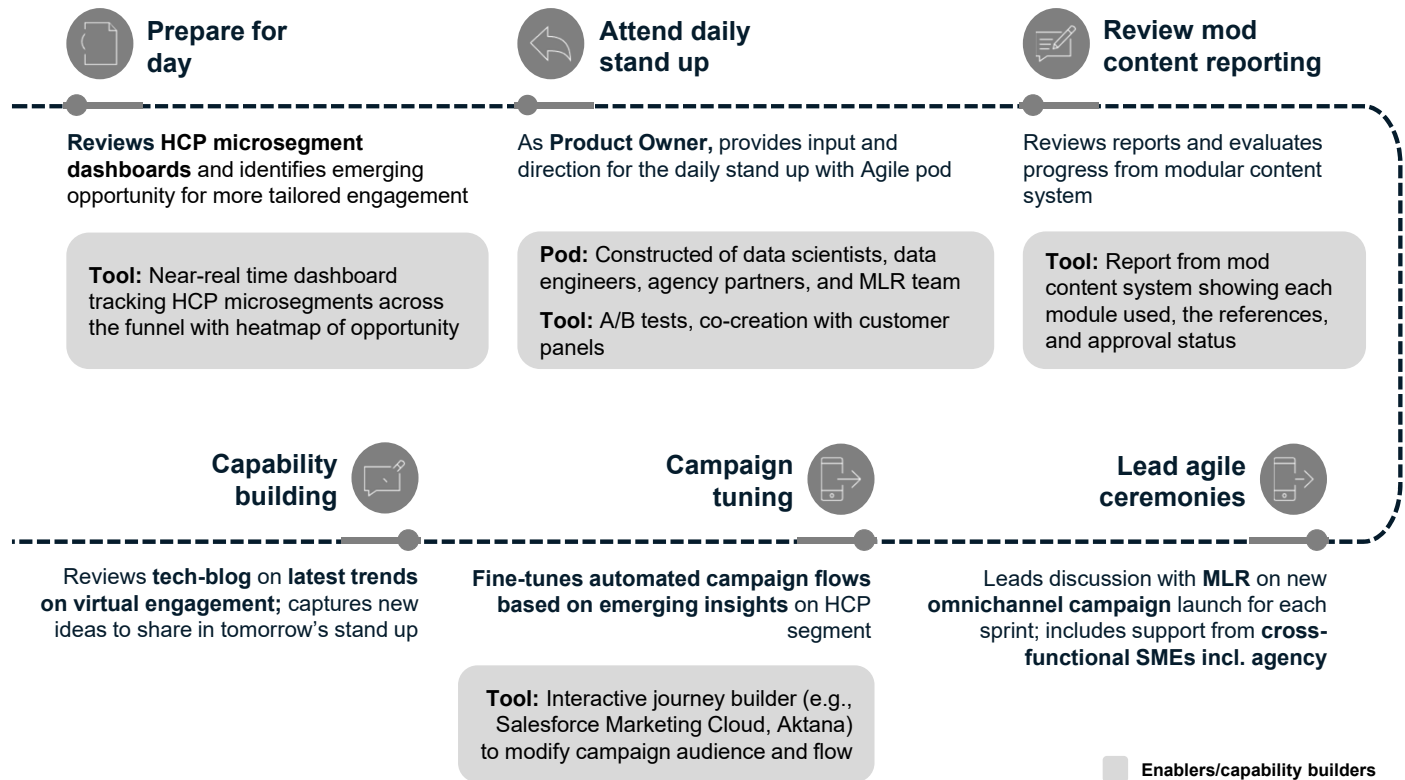
26%

Of CMOs identify Marketing data and analytics as a top capability gap

1. Based on survey of 25 brand marketers at a Top 10 pharma

Day in the life of a Marketer in the future... driven by new skills, tools and ways of working

Not exhaustive



How marketers will need to spend their time

Marketers will need to integrate perspectives from an **increasingly complex landscape** of stakeholders:

> **Internal functions** incl. Medical, Strategy, Sales, Analytics, Omni Ops, MLR and interact more with technical talent (e.g., DS, DE, paid media experts, agile coaches)

> **External systems and stakeholders**, incl. a more complex ecosystem of agencies and vendors (e.g., data, analytics) for creative and channel delivery