



# THRIVERS INNOVATE WITH FUTURE-READY MARKETING OPERATIONS

## VIDEO TRANSCRIPT

Marco Ziegler, Senior Managing Director, Retail & Consumer Goods, Accenture:

...is going to be a great conversation around how marketing operations can really drive a lot of value for the organization

Norm de Greve, Chief Marketing Officer, CVS Health:

...across many industries, the thing that most of your customers want is a sense that you understand their needs. And so, as marketers, we need to work hard at that in our communications and we know that their needs are different. And so that's going to take us into a much more dynamic system

Norm:

...we have deployed AI on top of those billions of potential combinations to find the right combinations for people.

Norm:

...it drove a 20% lift in the success of our program and it's just because that technology can handle the combinations that no human could.

Norm:

We have technology that is creating speed and relevance and that is so, so important for us.

Norm:

...we need flexibility to move up and down in our capacity needs. The second is we need excellence and agility. And I say those two words because they go together. What we need is excellence in a rapidly changing environment of options, of technology, of knowledge, of operations and how they work and so we really need high expertise in that. That creates agility, agility to respond in the moment