



EXPERIENCE MAKERS^{LIVE}





Bringing Marketing & IT Teams Together: Building Your MarTech Stack

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Peter Smith | Chief Information Officer, Mission Australia

Mike Handes | Director of Customer Success, Adobe

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Building a MarTech stack – what could possibly go wrong...



People? I thought we were talking about Martech...



Selecting the right Martech – how to pick the prettiest tool...



Plan
Income
Costs
Customers
Finance
Team

Position
Framework
Goals
Quality
CRM
Reputation
Brand

Session takeaways

- **Listen** – don't bring pre-conceived ideas
- **Take time** to understand the direction/strategy
- **Establish and maintain** a consistent and open executive dialogue
- **Select the right Martech vendor that will grow** with your organization as you mature
- **Assess** the vendor & implementation partner skills
- **Ensure your organization has supporting knowledge & resources** from the vendor and implementation partner



