



Best Practice in Marketing Top Management Focus Group «Driving (Digital) Transformation»

*“The biggest impediment to a company’s future success is its past success.”
Dan Schulman (CEO of PayPal)*

The digital transformation has a tremendous impact on existing businesses. Companies face the challenge to anticipate fast-changing environments, to deal with new revenue models and to adapt to a changing way of doing business.

In our management focus group on “Driving (Digital) Transformation”, we will deal with – amongst other issues – best practices especially regarding enabling and driving cultural change in marketing and sales as well as the entire organization, handling volatility, uncertainty, complexity and ambiguity. Enabling change through leadership will be one of the focus topics.

Moreover, we will discuss how to ensure customer centricity and how to build a customer oriented marketing organization. Further subjects of the workshop are the assessment and the development of digital marketing and sales competencies and the core principles of marketing and sales technology integration.



Your Benefits as a Participant

- Enjoy a two day workshop in an attractive location in Germany (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.



Miele

Dräger

hansgrohe



SwissLife



BRAUN
SHARING EXPERTISE



Participation and Additional Information

- Target group: Top managers in marketing, sales, business development & innovation, HR
- Date: November 19th/20th, 2018
- Location: [Marbach Castle](#) (D-Oehningen)
- Language: English
- For additional information on this top management focus group, please do not hesitate to contact Katja Söllner (katja.soellner@unisg.ch; +41(0)71 224 28 73).
- If you are interested in participating in this top management focus group, please contact the coordinator within your company.