

A person in a dark suit is seen from behind, walking away from the viewer down a long, brightly lit tunnel. The tunnel's walls and ceiling are covered in glowing blue and white digital data visualizations, including bar charts, pie charts, and various alphanumeric codes. The overall atmosphere is high-tech and futuristic. The text is overlaid on the right side of the image.

Miért a Chief Digital Officer az ügyfélélmény kulcsa?

Arany János
isobar
Üzletfejlesztési Igazgató


A marketing vezető vége?

AdAge

WHY MORE BRANDS ARE RIDDING THEMSELVES OF THE CMO POSITION

A DEEP DIVE INTO WHY COMPANIES ARE RIDDING THEMSELVES OF THEIR LONG-RESPECTED CHIEF MARKETING ROLE

July 15, 2019 03:00 AM
A deep dive into why companies are ridding themselves of the long-respected chief marketing role.




Credit: iStock

Chief marketing officers, who have among the shortest tenures in the C-suite, are coming under threat of being recently done away with the CMO position altogether. Hyatt recently did away with the CMO position, and H&M

Media Home > Media

JOHNSON & JOHNSON DITCHES GLOBAL CHIEF MARKETING OFFICER ROLE TO "STREAMLINE" THE BUSINESS



By **ALLY BURNIE**


JOHNSON & JOHNSON'S GLOBAL CHIEF MARKETING OFFICER ALISIA (FEATURE IMAGE) IS OUT OF A JOB AFTER THE COMPANY MADE THE POSITION REDUNDANT IN AN EFFORT TO STREAMLINE THE BUSINESS.

ADVERTISING

NEWS IN DEPTH OPINION INTERVIEWS CASE STUDIES RESOURCES TOPICS

McDonald's is the latest brand to ditch the global CMO role as Silvia Lagnado plans exit

By **Katie Deighton**
22 July 2019 22:36 pm



Lagnado will step down from the role in October

McDonald's will not refill the role of global chief marketing officer after its incumbent, Silvia Lagnado, departs the business in October, the company has confirmed.

Lagnado, who has been with the company since 2015 and also carried the executive vice-president title, announced her departure this morning (22 July). **AdAge** reported employees

<https://www.thedrum.com/news/2019/07/22/mcdonalds-the-latest-brand-ditch-the-global-cmo-role-silvia-lagnado-plans-exit>

16

A CMO evolúciója

Tradicionális marketing

- Piackutatás
- Hirdetés
- Brand management
- (Termék fejlesztés)

Mai CMO / CDO / CGO

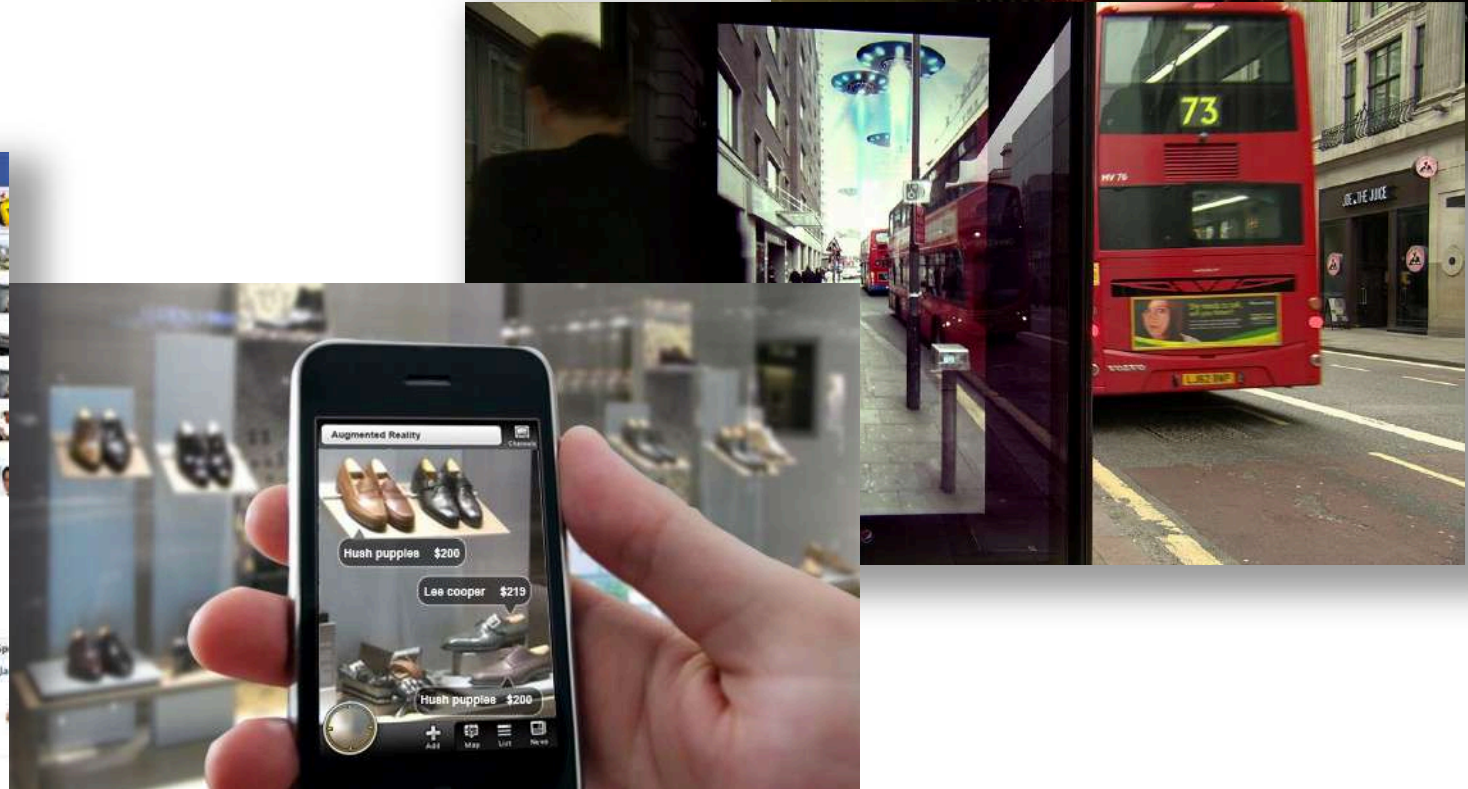
- Új üzleti modellek
- Adat-marketing
- Marketing automatizáció
- Közösség építés
- IoT
- AI
- Omnichannel hirdetés

Online-Offline egy világ

Digitalizálódó offline világ

Adat gyűjtés minden csatornán

Gamification



Új üzleti modellek

Recherche 09:44 44 %

Recherche 09:47 43 %

Transport Bot - SNCF Transilien > Répond généralement immédiatement Gérer

Transport Bot - SNCF Transilien
Personnage fictif

Répond généralement immédiatement

En cliquant sur démarrer vous acceptez les mentions légales. Click the button and you accept the bot terms of use :
www.transilien.com/fr/page-editoriale/CGUBot

19/05 15:03
48 min - 1 correspondance
Voir l'itinéraire

19/05 15:43
54 min - 1 correspondance
Voir l'itinéraire

19/05 16:22
50 min - 1 correspondance
Voir l'itinéraire

Voir l'itinéraire

Votre trajet de Stade De France Saint-denis à Luzarches (54 min dont 10 min d'attente) :

De Stade De France Saint-denis à Saint-denis
2 min - Dir. Orry La Ville Coye La Foret RER D

De Saint-denis à Luzarches
42 min - Dir. Luzarches H

Quand vous aurez appuyé sur Démarrer, Transport Bot - SNCF Transilien verra vos informations publiques.

Envoyer un message

Termék fejlesztés a digitális korban

Custom termékek – AI design

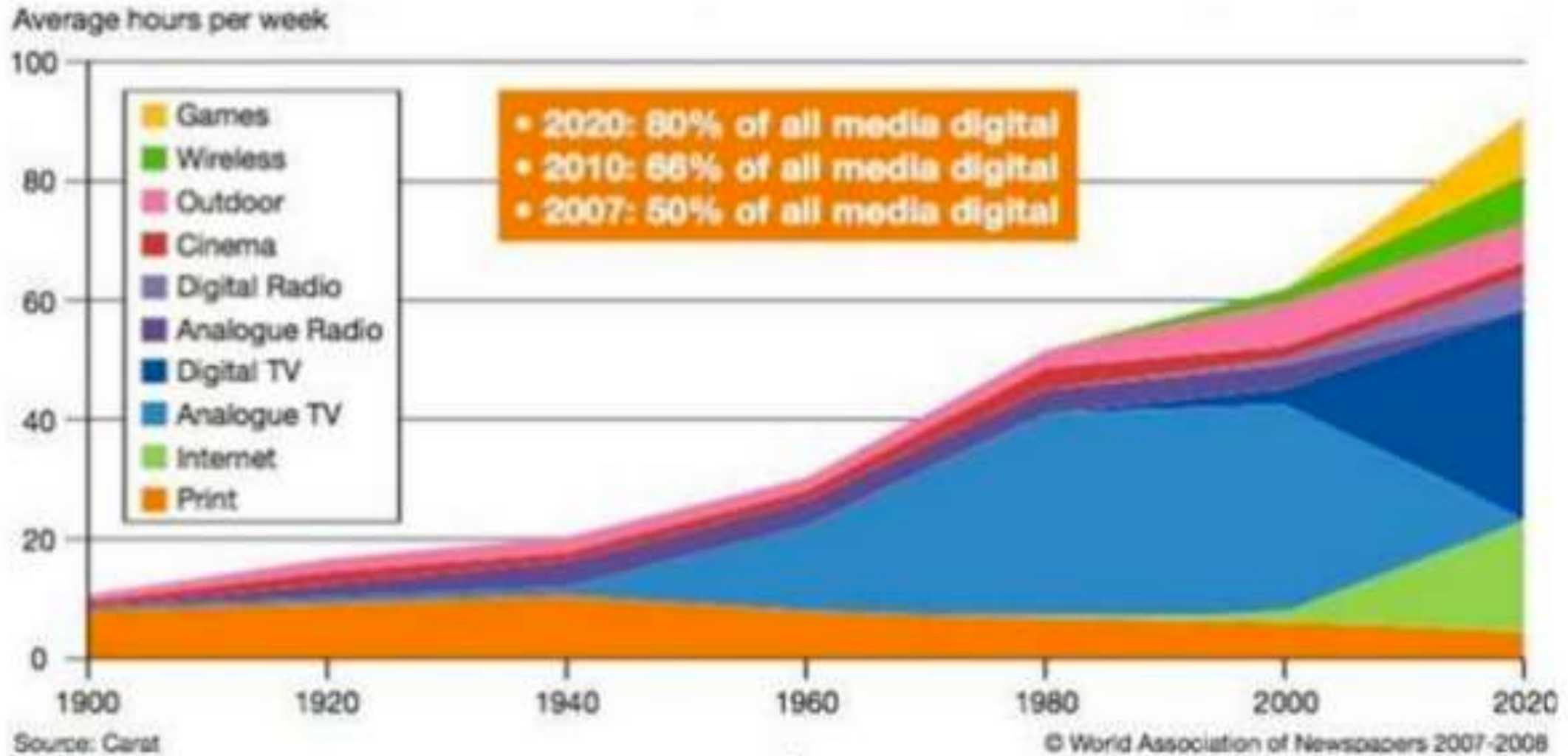


Adatgyűjtés & élmény egycsapásra

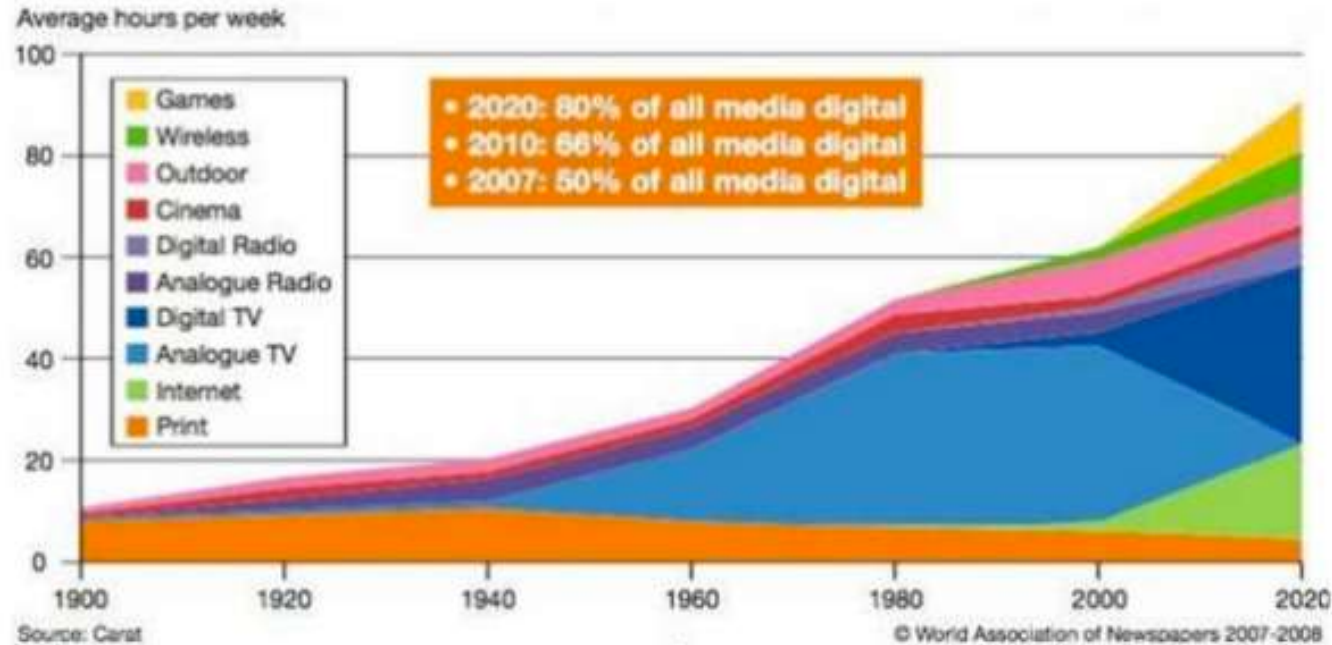


KLM Meet & Seat

Egy modern média mix



Egy modern média mix



Játékok
(!!!)

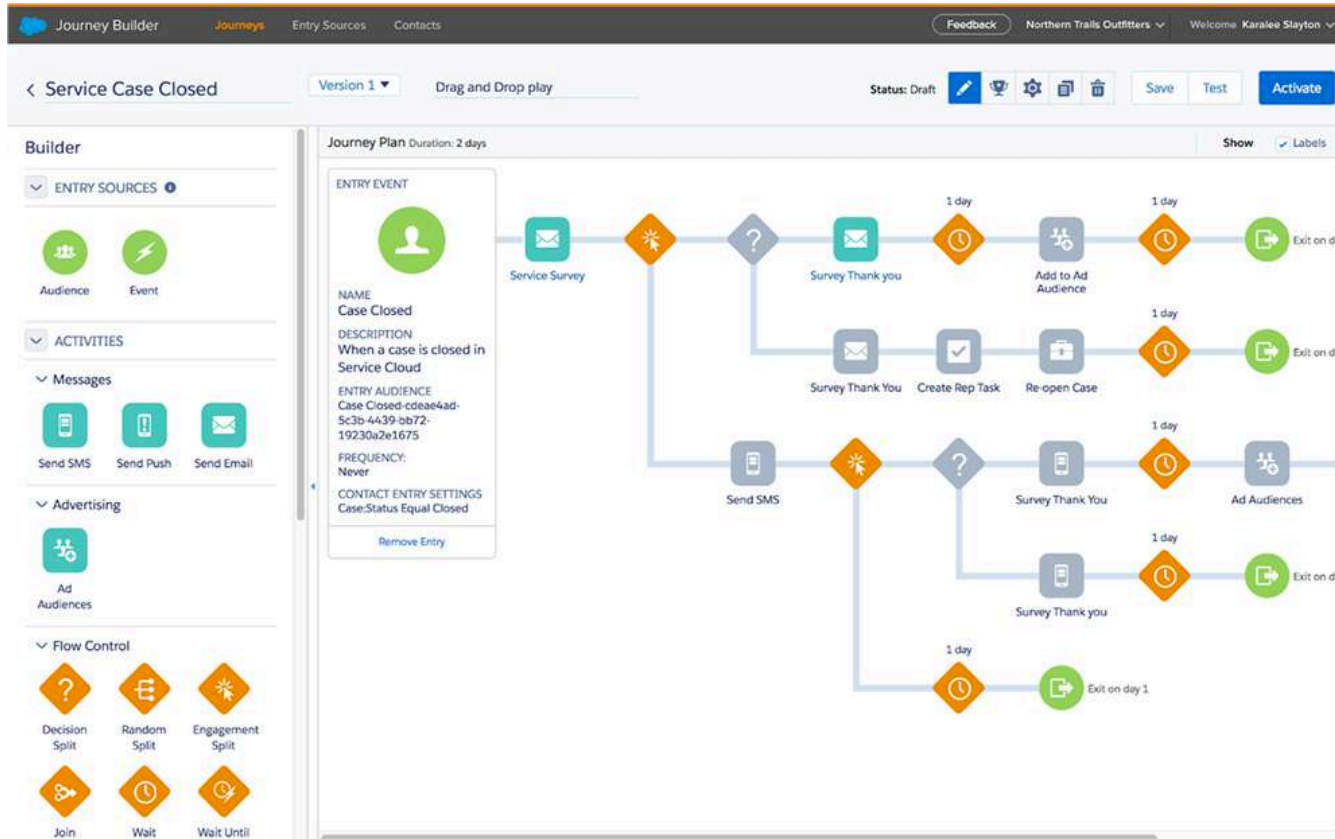
Affiliate
rendszer
ek

Alkalmazás
fejlesztés

Content
menedzsment

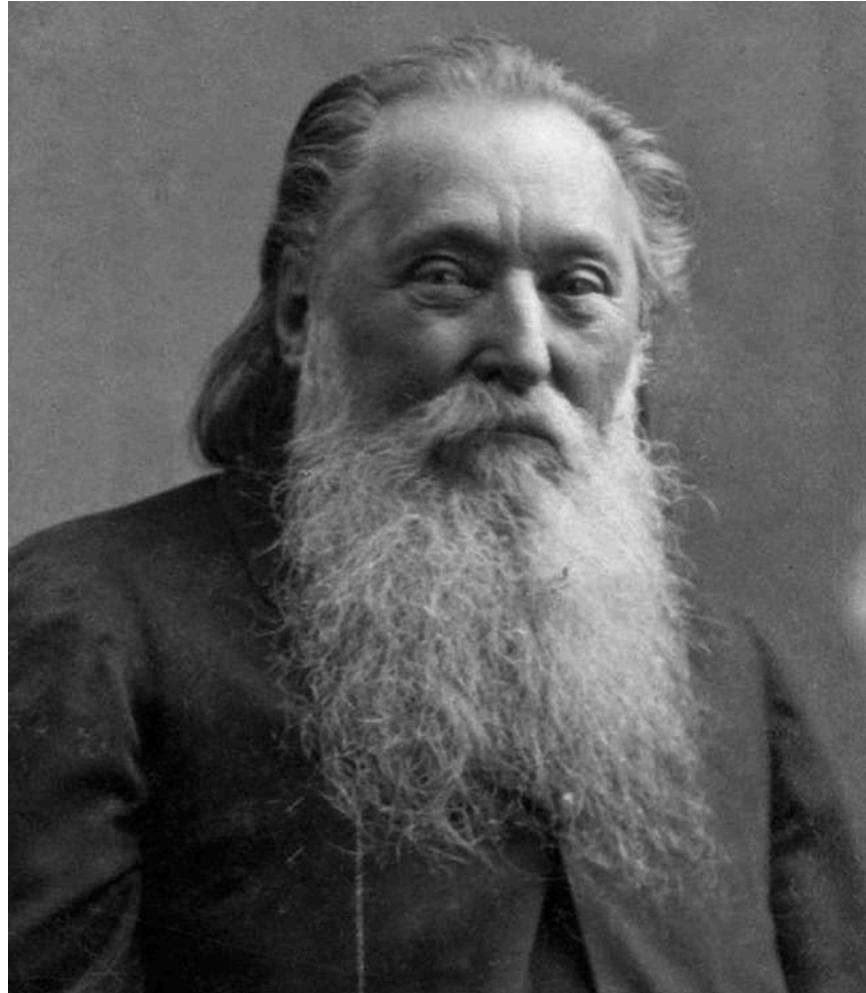
Influencerek
PPC
Social
Programmatic

Automatizáció menedzsment



- Omni-channel customer journey
- Experience design
- Progresszív profil építés
- Data Science
- Dinamikus szegmentálás
- Marketing automatizáció
- + analitika...

Az utolsó magyar polihisztor..



...?



Arany János

isobar

Linked in

www.linkedin.com/in/janosarany