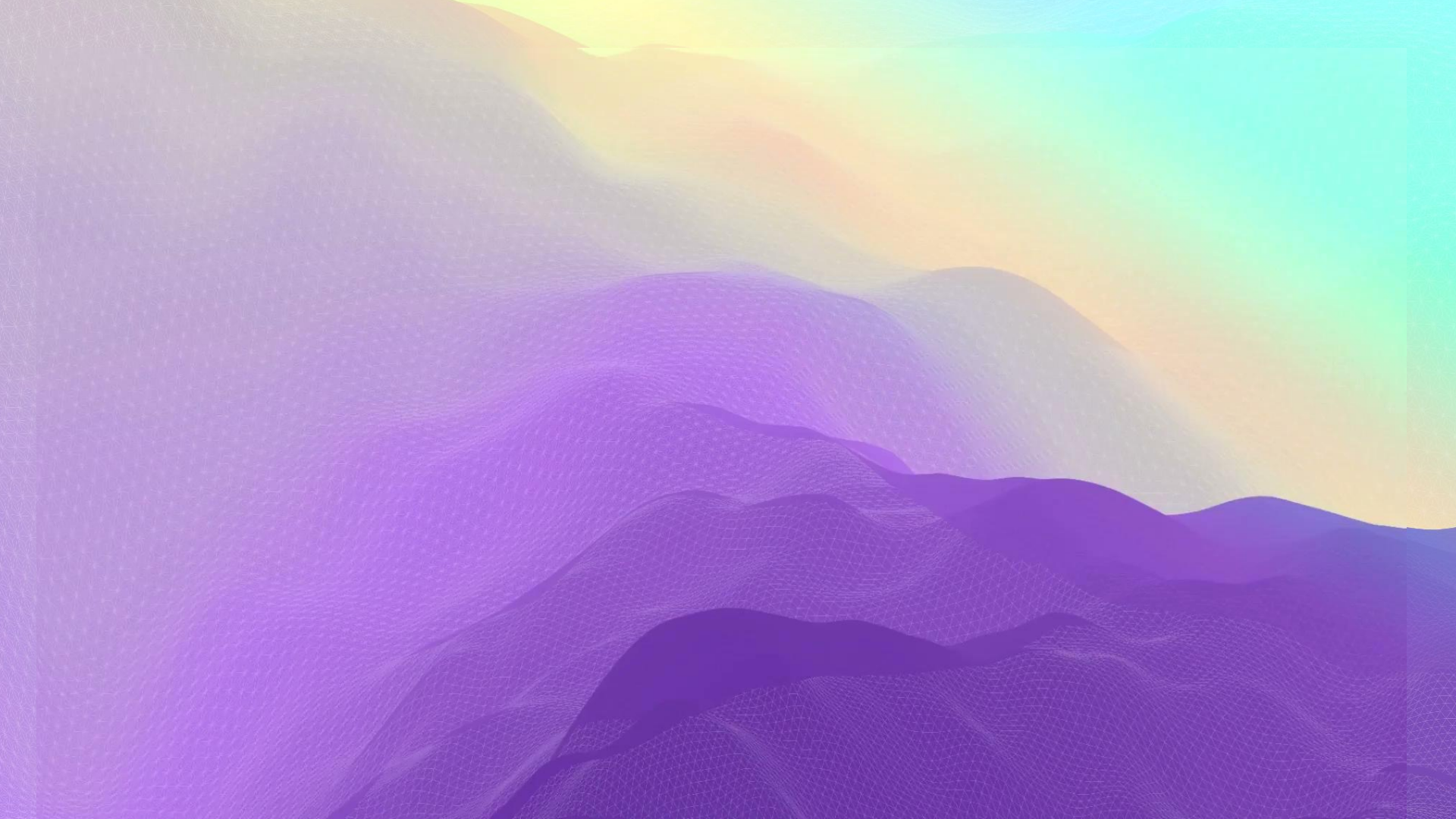




Learn. Network. Grow.

**MParDreamin' 2022**

# Ask Me Anything: Marketing Operations Edition





## Goal of Panel

Learn about how our panelist helps their team and themselves stay focused and efficient in a never-ending job landscape. In this session, we will also explore hot topics like: the great resignation, how to keep your team engaged while working virtually, and how to tackle other challenges that MOPS professionals are experiencing.

# Host



**Olliea Linn**

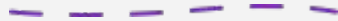
Marketing Automation Manager  
Xplor



# Panelists



**Mimi Claugus**



*Global Integrated Marketing Manager*

Graphic Packaging International



**Jenna Molby**

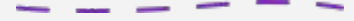


*Head of Revenue Operations*

Dooly



**Brent Patrick**



*Director of Marketing*

Scale Computing



# Introductions

Let's cover names and what do you do at your company?



# What is MOPS?



According to Gartner:

*"Marketing operations is the function of overseeing an organization's marketing program, campaign planning and annual strategic planning activities. Other responsibilities include technology and performance measurement and reporting and data analytics."*

# Question 1



What would you say is the biggest challenge in MOPS today?



## Question 2



*For many of us, working from home was a new concept brought by the pandemic. One of the downsides of working from home is added distractions not normally found in an office.*

What were some new habits that you adopted as part of your personal transformation?

## Question 3



What is something you do with your team to build trust?

## Question 4



*As leader in your organizations, hiring and training is always evolving especially when business requirements change and new tech is added.*

What is harder to teach technical skills or soft skills? Explain.

## Question 5



What would be your tip to someone new in MOPS who is trying to improve relationships between sales and marketing teams?

## Question 6



What can a career in Marketing Operations look like?





# Live Q&A



# Coming Up Next...



Intro to BLDR: An  
Open-Source  
Workflow For  
Salesforce Marketing  
Cloud

**11:55 AM EST**

Pardot Lightning  
Email And Landing  
Page Builders:  
Lessons Learned

**11:55 AM EST**

Salesforce Reporting  
For Marketing  
Admins: How To Get  
Started

**11:55 AM EST**

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

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# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!