



**Welcome To
Exploring How MarketingOps
Gets Things Done**

Welcome!



MARCOS DURAN

SERCANTE

MARKETING MANAGER

Today we are going to hear from 3 Trailblazers who are pushing the limits of what it means to lead in field of Marketing Operations.

In this session we will explore topics like:

- Skills needed to be successful
- Tips on tackling your toughest challenges at work
- Role that community plays in your success
- And more...

As part of this event it is our goal to **help you define what the future of marketing looks like for YOU!**

If you have any follow up questions, please use the chat or connect with us on LinkedIn.



AUDIENCE

**What skills do you think are the
most important to succeed in
MarketingOps?**

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Panelists



JAIME LÓPEZ

AIVEN

**SENIOR DIRECTOR,
MARKETING OPERATIONS**



SHONICA MICHELL

BRIGHTDROP

**GLOBAL MARKETING
AUTOMATION &
COMMUNITY MANAGER**



DAN PROKOP

HIKE2

**DIRECTOR OF MARKETING
OPERATIONS**



MarketingOps **Guidebook**

Personal Assessment



What have been the top 3 assets/skills/resources that have helped you move forward in your career in Marketing?

Formula For Success



JAIME LÓPEZ

1. Numeracy
2. Ability to learn
3. Presentation & communication



SHONICA MICHELL

1. Continuous Learning
2. Align on terminology
3. Understand the metrics that matter



DAN PROKOP

1. Growth Mindset
2. Data-Based Storytelling
3. Proactive vs Reactive

Gartner Magic Quadrant for B2B MAPs

Key Takeaways

- **Salesforce is a Leader in this Magic Quadrant**
- **73%** of leaders* have a B2B marketing automation platform
- **57%** of leaders* believe generative AI would have high to extremely high levels of reward if used to support their marketing strategies
- **59%** of leaders* say they lack the technical skills within their marketing teams to operate their stack



* - B2B Marketing Technology Leaders

Magic Quadrant (Gartner)

Figure 1: Magic Quadrant for B2B Marketing Automation Platforms

Skillset



How do you react to the statistic regarding lack of skills on marketing teams to fully leverage MAPs?

Should MOPS specialists be focusing on technical or soft skills?

Transparency



As a leader, how do you manage challenge(s) in your MarketingOps team?

AI & You

Based on the Gartner Report, Leaders* expect the following benefits from Generative AI:

- Creating **personalized content** and offers
- Marketing automation and customer journey orchestration
- **Simplifying analysis** of customer or market data.

Education



Do you use AI today?

Have you incorporated AI into your new learning goal roadmap?

Places To Network

Inside Your Organization

- Slack / Teams
- Sponsored Groups
- Volunteer Events
- Customer Meetings
- Internal Meetings

Outside Your Organization

- User Group Meetings
- Salesforce Saturdays
- Dreamin' In-Person Events
- Dreamin' Virtual Events
- Salesforce World Tours
- Industry Specific Events
- Chamber of Commerce
- Social Media
- Forums
- Trailhead

Networking



How do you network (effectively)? How do you get started?

Takeaways



Soft Skills = Technical Skills



Be Transparent



Learning Does Not Stop



Networking Is Essential



Coming Up Next In MarketingOps...



Creating A
Roadmap For Your
Salesforce Journey
In MOPs

[Marisa Labadini, Grammarly](#)



Bringing An
Architect Mindset
To Your Marketing
Tools

[Vicki Moritz-Henry, Trailhead](#)



Better Together:
AI-Powered
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[Tammy Begley, Media.Monks](#)

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Thank You!

