



My Exchange

Executive Report

Analytics

MY CONTRIBUTIONS

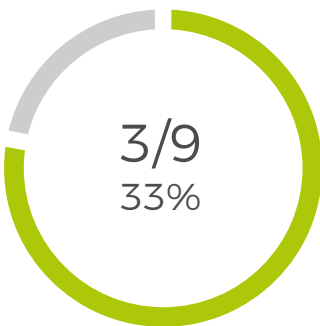
3 completed

4 interactions

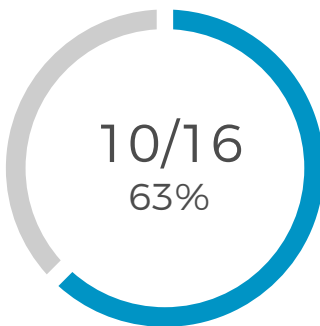
4 joined

2 joined

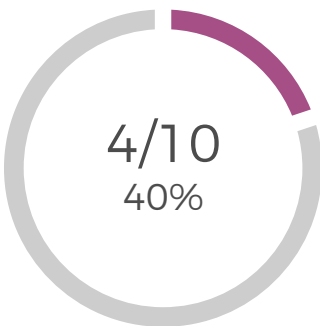
12 comments



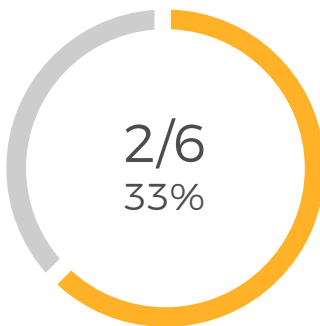
SOLVE SPACE



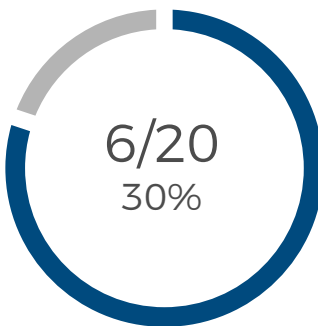
OPEN FORUM



COMMUNITY CALLS



WEBCAST CONVERSATIONS



BLOG ARTICLES

Solve-Spaces

My Vault

- Market Research Trends

Discover what may be causing these trends...  
In Progress, Last touch: 10/2/2107
- Getting Started With Marketing

Make your presentations on marketing metrics...  
xx min Recommended
- Metrics That Motivate Action 2: Find the Story

To help you frame the value proposition of ...  
xx min Recommended
- Metrics That Motivate Action 1: Know Your Audience

Make your presentations on marketing metrics...  
Completed 9/30/2107

More

Open Forum

See all

- Is Talking Endlessly About What Does Your Marketing Organization Look Like - A Visual Assessment

by Eric Long

Ever wonder what your organization looks like if it were plotted? Here's a sampling...
- How Do Marketing Managers Drive Clarity and Consistency Among Their Teams?

by Mahesh Pari

Now that it's strategic planning season, I'm thinking about how to do things...
- How do you manage siloes in marketing

by Saul

One of the biggest challenges in marketing is managing siloes...

More

Community Calls

My Vault

- Aligning Goals of Marketing

Sales and Marketing: partners or foes? Aligned or dysfunctional?
- Balancing Marketing Effectiveness and Follow-Through

Marketing is a creative field that thrives on flexibility. Yet the Marketing environment is highly demanding, with numerous stakeholders requiring follow-through discipline.
- Increasing Predictability of the Sales Pipeline

Unpredictability is the new norm.
- Moving from People-Dependency to Process Excellence

Heroes, martyrs and superstars. We're all familiar with companies that put way too much burden on people because their processes and systems are broken or inadequate

More

Webcast Conversations

My Vault

- How Customer-Centered is Your Group?

Marketers are always thinking about customers. Even so, it can be easy to take customers for granted or strive to shape or change customers in self-serving ways.
- Catalyzing the Marketing Organization's Learning

Speed and responsiveness are highly-valued in today's enterprise, but when it comes to marketing organizations transforming into a driving force for enterprise-wide agility and adaptability, learning is the operative word.

Blogs

My Vault

- Customer Experience Transformation Through Proactive Engagement

Employee engagement drives transformational changes that enable you to have quality in everything you do," explained Carolyn Muisse, Vice President of Total Customer Experience (TCE) at EMC. In our interview on my Customer Experience Transformation...
- 10 Fundamentals To Master Agile Marketing

Enterprise marketing agility is the adaptability of the organization to readily accommodate spontaneous evolution in the market. The idea of agile marketing is sexy and the potential benefits promising. However, before you put too many eggs in the agile...
- 4 Keys To Solving Marketing Silos

Turf wars, personal agendas, politicking, and "not invented here" syndrome are common internal pains of Marketing silos. It doesn't take a genius to recognize them. Customers see them too! And that's not good. If organizations in your company were ...

More

Connections

My Connections

- Sam Eggars

CMO, Marketing Tenents Inc...

Influencer Role: Executive
- Kourtney Barnes

Director of Marketing Initiativ...

Influencer Role: Executive
- Diana Lane

CMO, FootStomp

Influencer Role: Executive
- Ryan Ray

CMO, FootStomp

Influencer Role: Executive
- Barbara Milton

CMO, FluidAngle

Influencer Role: Executive
- Jamie C. Belkin

CMO, Amber-Noklin

Influencer Role: Executive
- Mariele LaCroix

CEO, CoachesRoom

Influencer Role: Executive

Roles Similar to mine

These are people in the entire Value Exchange who share your Influencer Role as an Executive. Other roles are Directors and Practitioners. Your "Executive" status was set in the initial questionnaire. [Learn more.](#)

Roles Similar to Mine

See all

- Ryan Ray

CMO, FootStomp

Influencer Role: Executive
- Barbara Milton

CMO, FluidAngle

Influencer Role: Executive
- Jamie C. Belkin

CMO, Amber-Noklin

Influencer Role: Executive
- Mariele LaCroix

CEO, CoachesRoom

Influencer Role: Executive

People in My Company

See all

- Tory Hasinawa

Marketing Director, Overs-Tops

Influencer Role: Director
- Alita Bengtsson

CMO, Overs-Tops

Influencer Role: Executive
- John Mays-Tompson

Customer Experience, Overs-Tops

Influencer Role: Practitioner
- Christopher Della Longa

Customer Experience, Overs-Tops

Influencer Role: Practitioner



# My Exchange

## Analytics

MY CONTRIBUTIONS

3 completed

4 interactions

4 joined

2 joined

12 comments

All

Solve  
Spaces

Open  
Forum

Community  
Calls

Webcast  
Conversations

Blog  
Articles

Category

Date

Title A-Z / Title Z-A

Solve-Spaces

10-2-2017

**Metrics That Motivate Action: 3 Select the Media**  
Marketers' Strengths: Marketers are savvy producers of ads, collateral and ...

9-30-2107

**Metrics That Motivate Action 4: Create the Message**  
Marketers need to convey key points and the call to action with relevance and ...

Open Forum

9-21-2107

**RE: How can marketing managers drive clarity and consistency among their teams?**  
Your last comment: It's at the seams between marketing and the other functions that ...

Community  
Calls

10-8-2107

**Aligning Goals of Marketing**  
Sales and Marketing: partners or foes? Aligned or dysfunctional?

10-8-2107

**Balancing Marketing Effectiveness and Follow-Through**  
Marketing is a creative field that thrives on flexibility. Yet the Marketing environment is highly demanding, with numerous stakeholders requiring follow-through discipline.

Webcast  
Conversations

9-25-2017

**How Customer-Centered is Your Group?**  
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10-25-2017

**Catalyzing the Marketing Organization's Learning**  
Speed and responsiveness are highly-valued in today's enterprise, but when it comes to marketing organizations transforming into a driving force for enterprise-wide agility and adaptability, learning is the operative word.

Blog Articles

9-1-2107

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Employee engagement drives transformational changes that enable you to have quality in everything you do," explained Carolyn Muise, Vice President of Total Customer Experience (TCE) at EMC. In our interview on my Customer Experience Transformation...

9-5-2107

**Fundamentals to Master Agile Marketing**  
Enterprise marketing agility is the adaptability of the organization to readily accommodate spontaneous evolution in the market. The idea of agile marketing is sexy and the potential benefits promising. However, before you put too many eggs in the agile...

Back to top

## Connections

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**Sam Eggars**  
CMO, Marketing Tenents Inc...  
Influencer Role: Executive

**Kourtney Barnes**  
Director of Marketing Initiativ...  
Influencer Role: Executive

**Diana Lane**  
CEO, Shell Oil Company  
Influencer Role: Executive

**Jonathon Snowbird-Harrison III**  
Marketing Coordinator, Vision ...  
Influencer Role: Practitio...

## Roles Similar to Mine

See all

**Ryan Ray**  
CMO, FootStomp  
Influencer Role: Executive

**Barbara Milton**  
CMO, FluidAngle  
Influencer Role: Executive

**Jamie C. Belkin**  
CMO, Amber-Noklin  
Influencer Role: Executive

**Mariele LaCroix**  
CEO, CoachesRoom  
Influencer Role: Executive

## People in My Company

See all

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Influencer Role: Director

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Influencer Role: Executive

**John Mays-Tompson**  
Customer Experience, Overs-Tops  
Influencer Role: Practitioner

**Christopher Della Longa**  
Customer Experience, Overs-Tops  
Influencer Role: Practitioner

More

More



# Executive Report

