

EVENT RECAP

At the two-day ANA B2B Marketing Conference, industry leaders shared their wisdom, insights, and perspectives to help attendees improve their decision making and become better business marketers.

The conference was programmed around the ANA Growth Agenda and its four strategic platforms: **brand, creativity, and media; data, technology, and measurement; talent and marketing organization; and society and sustainability.** As ANA CEO **Bob Liodice** stated in his opening remarks, the Growth Agenda challenges B2B marketers to drive brand growth by:

- Acting on and acknowledging the issues and opportunities in front of them.
- Committing to the change necessary to influence the direction of their brands.
- Being customer-centric and aspiring to make a positive difference in the world.

Here are the top highlights from the event and key quotes from our speakers.

BRAND, CREATIVITY, AND MEDIA

The craft of marketing and its connection to innovative experiences and media represents the centerpiece for potential growth. By improving marketers' effectiveness through innovation, staying true to a brand's purpose, and shifting to a "Brands for Humans" mindset, marketers will build the foundation for long-term business growth and brand value.

ON BRANDS FOR HUMANS



"There's greater proximity to humans in B2B, so what B2C does can be done more effectively in B2B or B4H (brands for humans). The stakes are higher in B2B so you can have a greater scale of impact."

"We shouldn't assume our customers are all brain and no heart. Sales understands too well that customers are human relationships, where both the right and left brain matter. That's where marketing must contribute, too."

Dean Aragon, CEO, Shell Brands International AG, and Global VP, Brand, The Shell Group



"Humans talking to other humans and how we connect with them. That's what it's all about."

Abhijit Shome, VP, Global Digital Marketing, Mastercard



"The whole idea [of selling] is building a relationship ... It needs to be far more than just product specifications."

Samantha Bonamour, Global Head of Marketing, Arch and Platform Services, HP

ON CUSTOMER INSIGHTS



"The way customers are interacting with us is always changing. We have to constantly realign accordingly."

Rob Whitney, VP, Global Marketing, Univar Solutions



"Customers no longer go shopping. They are *always* shopping."

Teresa Barreira, CMO, Publicis Sapient



"The advent of customer access to more information makes buyers much more empowered than ever before. Marketing and sales must bring new value to the customer conversation sooner."

Robert Morton, VP, EMEA Sales, NI



"We created a new customer journey content strategist role, someone who's widening the lens, so we see the whole view of the customer more clearly now."

Ana Villegas, CMO, NI

ON CREATIVITY



"Creative and marketing can't just be the thing that gets them [our potential customers] to the seller or to the product. We must evolve to be the product experience."

George Hammer, Chief Content Officer, IBM



"Being in this business is living at the intersection of art and commerce. If you are not doing both, then you're not doing your job."

Patti Cociolo, Senior Director, Global Brand Marketing, Cisco Systems, Inc.

SOCIETY AND SUSTAINABILITY

Brands must be a force for good and a force for growth through action. This means using marketing to promote equality and inclusion to achieve a better world for humanity.



"Diversity means I'm here. Inclusion means I belong. Equity means I'm empowered."

"Cognitive diversity is getting people who think differently. You will get better results, but it isn't easy. You need physical diversity, too, especially for complex problems."

"It's not a creative exercise, it's an archaeological dig."

Frank Cooper III, Senior Managing Director and Global CMO, BlackRock



"From emotional storytellers to data-driven business growth drivers ... our people need to lead diverse and inclusive teams to greatness."

Tara Agen, Global Head and VP, Marketing Ops and Office of the CMO, HP



"While B2B has always very much been about lead generation, and it still is, it's doing that with a degree of humanity and empathy."

Julie Bernard, CMO, Tradeswell

DATA, TECHNOLOGY, AND MEASUREMENT

These are the engines that will lead B2B marketers into the future. And yet, this is an area where marketing leaders may not be well-versed. By harnessing the power and promise of data and technology, marketers can attain peak performance in their initiatives.



“There are so many new technologies that are coming suddenly. Collectively they are going to totally disrupt people’s lives... Therefore, marketing will get disrupted in an unprecedented nature.”

Raja Rajamannar, Chief Marketing and Communications Officer, Mastercard



“The dual challenge [during these times], in addition to [transitioning toward] digital, is becoming more personalized and operating in a more agile fashion.”

Dave Edelman, Industry Leader, and former CMO, Aetna



“When you have a lot of data at your disposal, it requires creativity to know what to do with it.”

Bill Borrelle, SVP and CMO, Pitney Bowes Inc.



“There’s plenty of data, not enough deep data, not enough insight. How do we find the humans hiding beneath the data?”

Dean Aragon, CEO, Shell Brands International AG, And Global VP, Brand, The Shell Group



“Intent data helps you understand customer interest and where in the journey they are.”

Marc Johnson, General Manager and CMO, Bombora



“They [B2B marketers] want to see data in real-time. They want to engage with their customers. It really has changed the whole idea of the customer journey.”

Michael Mendenhall, SVP/CMO/CCO, TriNet Group

TALENT AND MARKETING ORGANIZATION

Continued growth can only be sustained by talent that is increasingly capable, highly skilled, and diverse.



“We redefined our core marketing skill sets to: Business Growth Synergizer Analytics and Insight Generator; Brand Builder and Demand Creator; and Customer Experience Collaborator and Agile Executor.

“Don’t just design training for the people you need, design training for the people you have.”

Tara Agen, Global Head and VP, Marketing Planning, Operations and Office of the CMO, HP



“Employees want money, status, and a sense of fulfillment [contributing to something bigger than themselves]. It’s retention. It’s not fluffy.”

Frank Cooper III, Senior Managing Director and Global CMO, BlackRock



“Managing the numbers can be misleading - revenue and profits are lagging indicators. The words and the beliefs of the leaders are the leading indicators. Purpose and profit are connected.”

Lisa McLeod, Founder, McLeod and More, and Author of *Selling with Noble Purpose*

B2B BYTES

Some of our favorite quotes from the ANA B2B Marketing Conference.



“We look at product management as what we are in fact doing... our product is growth. Whether that is acquisition, cross-sell, or retention.”

Jamie Mallinger, Chief Commercial Officer, Vetsource



“It’s not just about MQLs anymore, its about influence on pipeline across the entire customer journey.”

Melanie Heroux, Executive Director, Strategic Marketing and Client Intelligence, The Depository Trust & Clearing Corporation (DTCC)



“Quarterly capitalism as a theory has had its time... Today’s capitalism is additive to that: it’s about stakeholder value. It includes the community, the customer, the employee, and the stockholder. It’s where the money and the meaning are connected.”

Lisa McLeod, Founder, McLeod and More, and Author of *Selling with Noble Purpose*



“We are starting to think of the role of marketing in the lifetime value of a customer, through every single touchpoint, not just going from a lead to the sale but building experiences that can continue.”

George Hammer, Chief Content Officer, IBM

ANA B2B Marketing Partners



Join us next time at **the Masters of B2B Marketing Conference, July 21-23, 2021 in Phoenix, AZ.**
 Click here for [the agenda and registration info](#) or contact Bill Zengel, SVP, ANA Business Marketing Practice at bzengel@ana.net.