Marketing People Transformation @HP



Tara Agen

VP and Global Head, Marketing Strategic Planning, Operations and Office of the CMO March 2021

HP TALENT LEADERSHIP

CEO and Leadership Team 10-Year Vision:

To become a destination employer again.

HP APPROACH

Make HP **a school for talent** that creates diverse leaders for HP *AND* our industry.

HP CMO'S TALENT VISION

Establish Industry Recognized World-Class Marketers Who Are:

- Emotional Storytellers
- Data-based/driven Marketers
- Business Growth Drivers
- Obstacles As Opportunities Leaders
- Lead Diverse And Inclusive Teams to Greatness





MARKETING'S 2-YEAR DIGITAL TRANSFORMATION JOURNEY

People Strategy & Plan To Support Our New Workforce Needs



Future Facing Roles

Capabilities And Gaps Learning & Training

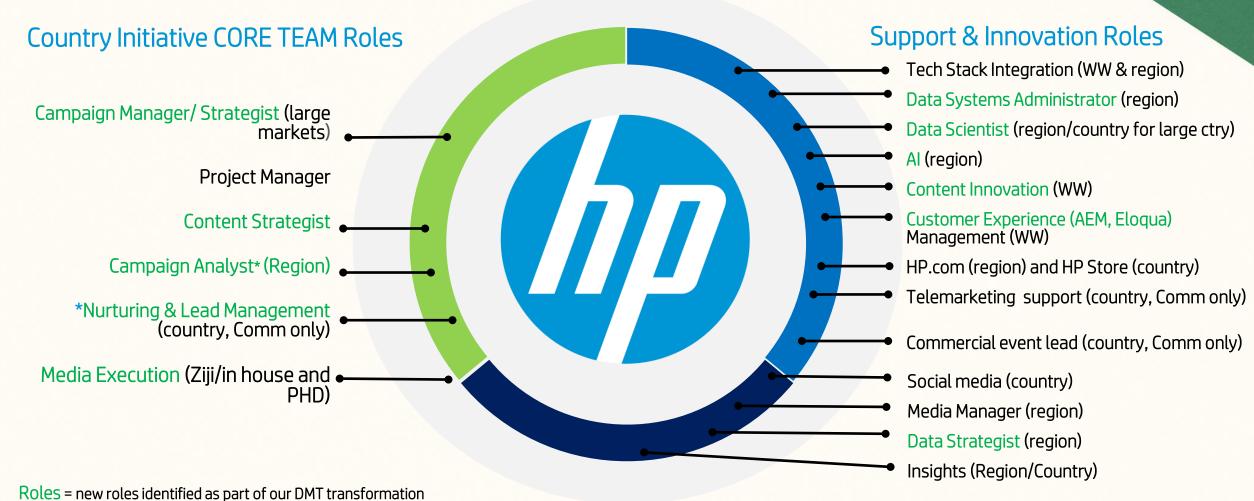
Career Tracks & Pathing



CREATED FUTURE STATE DMT JOB ROLES

Thinking Through B2B vs B2C Learning & Development needs





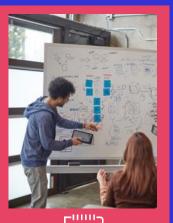
CORE DIGITAL MARKETING CAPABILITIES REQUIREMENTS







Insights & Data Science



Dynamic
Journey-Led
Content



O-O-💸 In-House Media

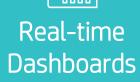


Personalized
HP.com
Experiences









HP Talent

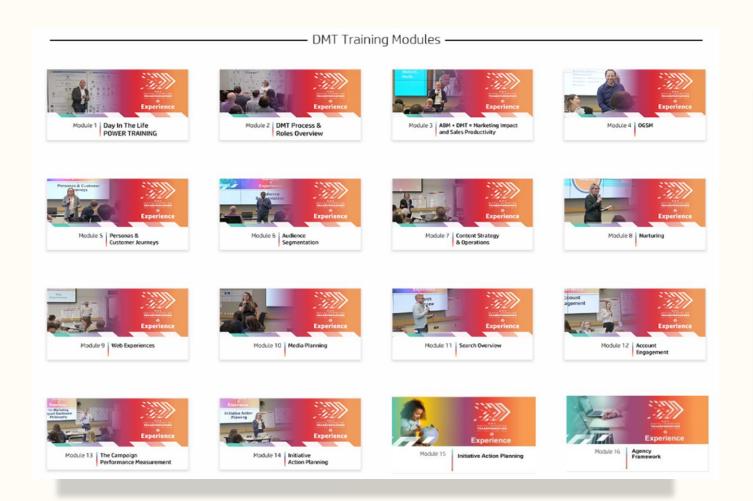
DMT Skillsets & Training for B2C vs B2B





DELIVERED DMT ESSENTIALS TRAINING

Internal, SMEs and Live/Online due to COVID19







HP Marketing Lab Vision & Mission:

Welcome to Marketing Lab

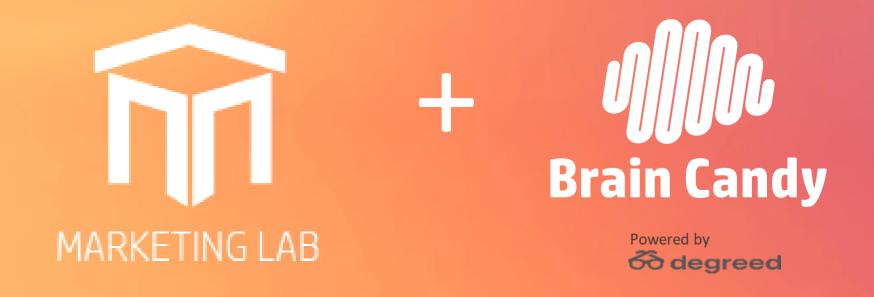
skills. Here, you will find a variety of resources for you to utilize in the flow-ofwork. From basic to more advanced content, choose your level below: VISION: Support HP's school of talent and CMO's year of learning/growth.

MISSION: Equip Marketing with the career path tracks, foundational skillsets and key skills to confidently grow HP's businesses and deliver impactful brand performance and results.





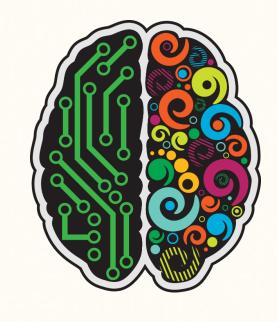
STEP ONE: Learning Platform



STEP TWO: RETHINK CAREER TRACKS & PATHS, SKILLSETS AND SKILLS, AND PEOPLE PERFORMANCE



Career Tracks



Foundational Skills and Skills



Career Pathing and E.S.P.



CAREER TRACKS: GROW YOUR CAREER@HP

Marketer & Marketing COE Specialists, Segment and Business Focused + Al-Driven Learning Pathways



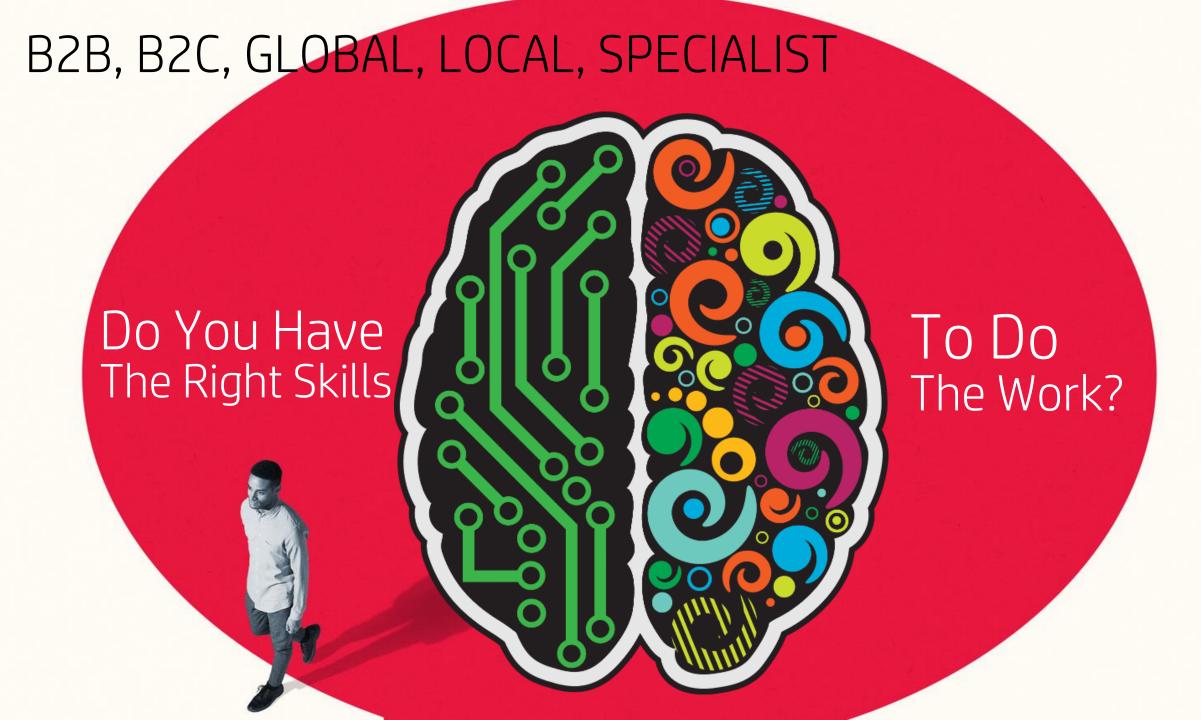
Global Brand Marketer
B2C VS B2B

Market/Country Marketer
B2C VS B2B

Marketing COE Specialist

Insights, Performance, Strategic Planning, Data Science, MarTech, AdTech, Search, Marketing Services, Content, Agency In House Agencies: Creative, Media, Search







REDEFINE WHO THE HP MARKETER WILL BECOME

4 FOUNDATIONAL SKILLSETS







DEVELOP 12 KEY SKILLS



Business Growth Synergizer

- → Leadership @HP
- → Marketing Strategy
- Business Acumen and Delivery



Analytics and Insights Generator

- Market Research & Data Driven Analytics
- Customer, Portfolio & innovative Insights
- Performance Measurement& Effectiveness



Marketing CHP:

of the HP Marketer

The Core Foundation —

Brand Builder and Demand Creator

- Brand Building, Briefs & Creative
- Digital MarketingExpertise
 - Omnichannel CustomerAsset Planning



Customer Experience Collaborator & Agile Executor

- Customer ExperienceObsession
- → Data Driven
 Decision Making
- → Agile Execution



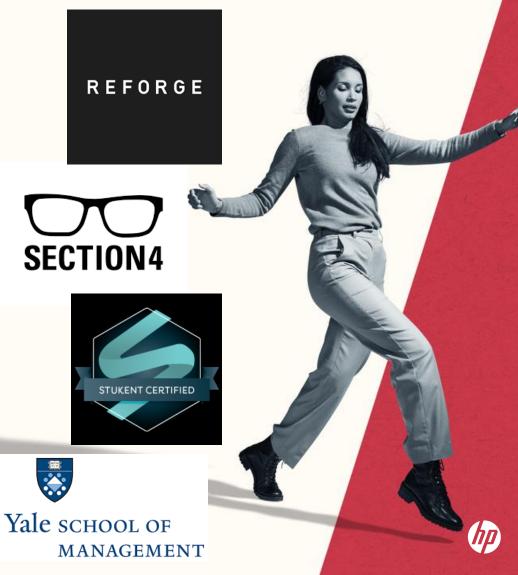


DELIVER INSIDE AND OUTSIDE LEARNING EXPERIENCES

Marketing Lab Foundational Trainings, Day Job Hacks, Skillset Pilots







HAVE MARKETING CAREERS DRIVEN BY E.S.P



HELP MARKETING **PEOPLE** HAVE CAREER PATHS AND MAKE **MOVES**



Scope of Responsibility

Large global or market or leading a global COE. Multitude of business and/or functional experiences

Mid-size market or mid-level global role (Mktr/COE)

Some business or functional experience

Country-level within a market or COE entry level

Career Experience Inside HP

Experienced HP Marketer

Accumulated a rich level of experiences within or outside HP

Expanding
Experiences Within HP

Moving to new business/category/ function, or role that adds new skill-set or stretch assignment or role in an adjacent function (Comms, Sales, Category, Product Mktg, Omnichannel, TMO)

One role in one HP business or COE function; B2B OR B2C People Management/ Leadership Qualities

People Leader

Strong values, promotes the HP Way, drives diversity and inclusion, and is committed to mentoring and capability building.

Experienced People Manager

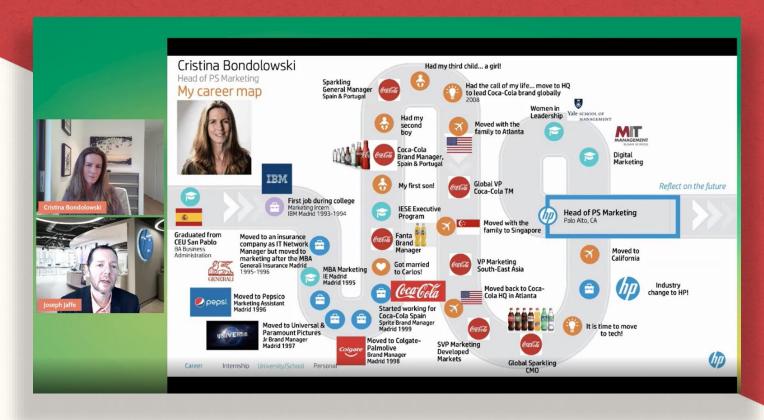
Positive VIA scores managing teams
Leads with diversity
Experienced Locations
IC or manager moves across countries, markets, functions or WW vs local scope

Individual Contributor to Master IC

Hasn't had the opportunity to manage people. Given stretch, projects/key programs to lead people virtually

STEP THREE: LAUNCH MARKETING LAB TV TO DELIVER TIME NEEDED AND POINTS OF REFLECTION FOR *OUR* YEAR OF PERSONAL LEARNING

...and have fun doing this!









WE BELIEVE IN IN THE POWER OF MARKETING AND OUR MOST POWERFUL ASSET IS OUR MARKETING PEOPLE

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tara.agen@hp.com

https://www.linkedin.com/in/tarajagen/