MarTech Interview with Christy Marble, Chief Marketing Officer at Pantheon

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Address: **301, Los Angeles, USA, Lake Los Angeles, Los Angeles**
Price: **Free**

MarTech Interview with Christy Marble, Chief Marketing Officer at Pantheon: Christy, can you describe your background and what led you to Pantheon?

I have a Bachelor of Arts degree in Sociology, and my mother and aunt were both social workers. This shaped my understanding of human interaction and behavior as well as the influence of global events across groups of people. This interest shapes my human-centered approach to digital marketing. I started my career in advertising, where I witnessed the transformative power of technology in shaping brand messages and corporate. In parallel I noticed a shift away from customer-centricity in marketing practices. As I stepped into executive leadership and took on the role of CMO at SAP Concur and Visier, I built teams and executed programs that prioritized the full customer experience and brought the customer back to the forefront. At Pantheon, the entire marketing organization is focused on delivering value at every stage of the customer journey.

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Can you share some insight on how marketers can improve web strategies to drive impact on customers?

To drive impact on customers through web strategies, marketers must create a web experience that is engaging and differentiated in a way that is compelling and valuable to your specific audience. There is a vast amount of content flowing on the internet, so it is essential to meaningfully stand out. Seamless collaboration between cross-functional teams within your company, particularly marketing and IT, is a key to achieving extraordinary website performance. However, challenges including understaffing, rapidly changing market trends, and alignment of cross-functional priorities can impact website performance. At Pantheon we've found that enabling effective collaboration enables WebOps (website operations) teams to streamline web processes to increase productivity and performance. Our SaaS platform provides workflows to enable internal teams to work on websites in parallel, which removes friction between marketing and IT teams and increases time to launch and the ability to continuously publish and improve website content, experience, and conversions. This enables marketing teams and business stakeholders to shift from focusing on how to hit web launch deadlines to focusing on how to achieve measurable market results.

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