



LET'S TALK ABOUT TECHNOLOGY TALENT.

BY DAVID POSTILL

HOW TO STRUCTURE A MARKETING TEAM: TECHNOLOGY

Technology and marketing have long been deeply intertwined. History has witnessed the transformation of marketing by technological innovation. For example, the rise of television, personal computers, and the advent of Google each ushered in new skill requirements, from the rise of big ad agency talent to web and digital skills to a focus on experience (UX and CX).

The challenges of the pandemic have once again ignited a new era of extraordinary transformation as technology continuously reshapes marketing and ultimately the human experience. To deliver the technology competency in your marketing team, you need professionals who have these four skills.

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KEY TECHNOLOGY SKILLS THAT MARKETING TEAMS NEED:



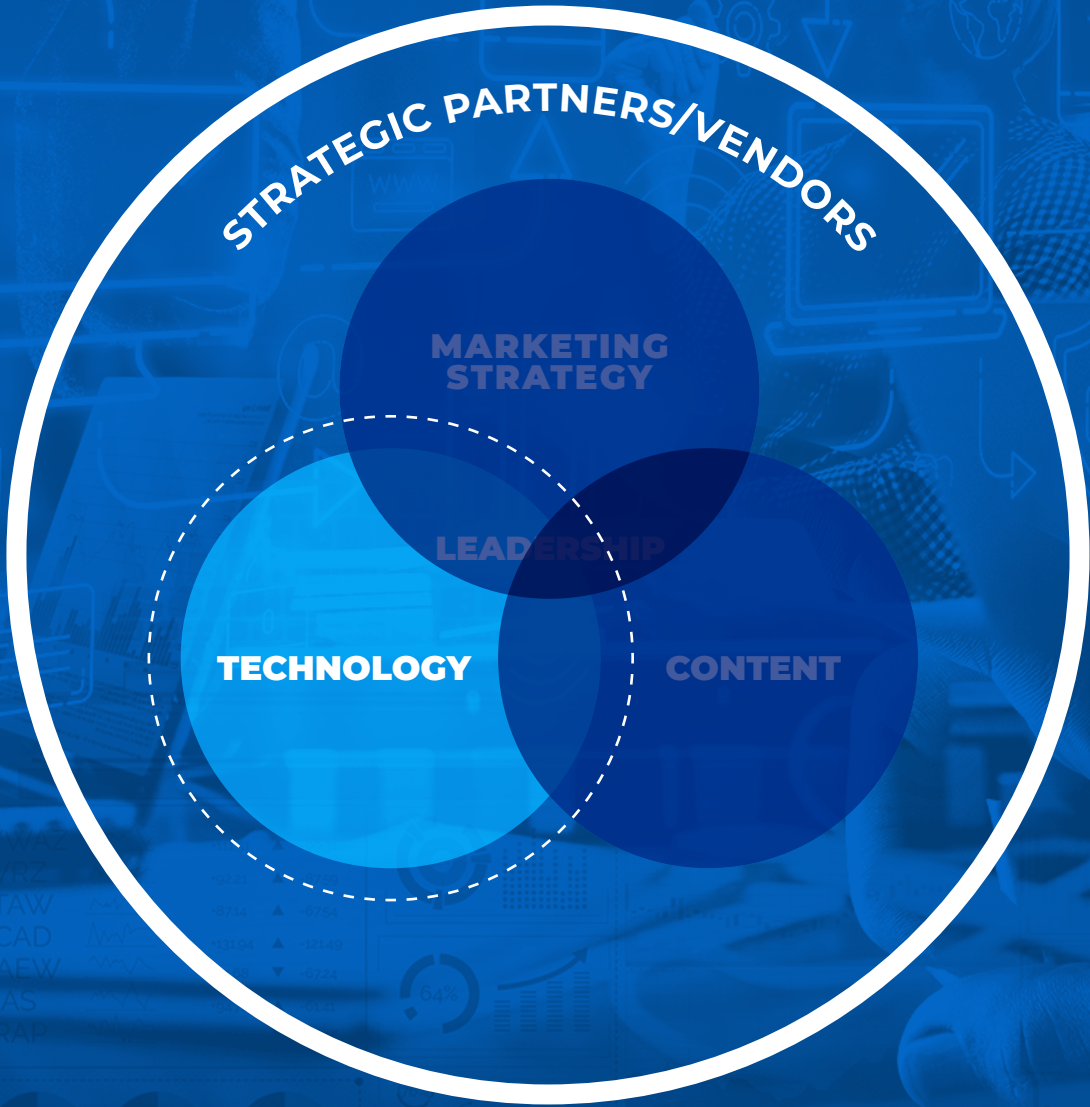
STRATEGIC PARTNERS/VENDORS

MARKETING STRATEGY

LEADERSHIP

TECHNOLOGY

CONTENT





1. **A DEEP UNDERSTANDING OF MARTECH.**

As discussed in my article, “What are Martech Stacks and what Do Marketers Need to Know about Them,” it’s important to have someone who is fully fluent in all the Martech tools and platforms the company needs and knows how to use them to get the best results. “Martech is Marketing” and you need this skillset in your team structure.

2. A PASSION FOR ANALYTICS.

It's important to have someone on the marketing team who is passionate about data analytics and understands how to read and act on the data to provide an increasingly high level of UX and CX.





3. **A FORWARD- LOOKING LENS.**

It's imperative for Martech not to be waiting for a "new normal" but rather to maintain a mindset of continuous improvement and optimization. As the saying goes: the best way to predict the future is to invent it. I interpret this to mean that technology should have a constant pulse on data and an ability to build digital solutions and experiences as well as adjust and improve in real-time. Martech shouldn't be waiting for a future-state vision but should be continuously moving forward.

4. A HOLISTIC VIEW.

Holistic thinking can be more challenging than ever in a world of rapidly changing marketing technologies. It's complicated further by the fact that Martech does not operate in a silo. There is an increasing amount of convergence of business functions, IT, sales, and digital marketing. That's why it's important to have someone on the team who not only has the deep understanding of Martech but understands how it applies across the organization.

