



## WHY THE CMO & CIO MUST COLLABORATE FOR DIGITAL TRANSFORMATION

### ACHIEVING DIGITAL LEADERSHIP TOGETHER

Digital Transformation efforts span an entire organization. Becoming a digital leader requires accelerating innovation, adopting new technologies and transforming the user experience to achieve deeper human connections. This requires a new level of collaboration between the CMO and CIO and their teams on technology spend and socializing IT and architectural plans within the two departments.

And yet, for many companies, the tension between IT and the business is at an all time high. Marketing tech now rivals most corporate IT stacks. The two sides often disagree on cloud services, marketing applications, data management, and security policies. It's time to break down the silos between IT and Marketing in order to successfully transform.

Join Margaret Dawson, an IT industry veteran and marketing executive, who has advised IT and marketing leaders for two decades. In this session, you will learn how to create digital transformation plans and processes that work for both IT and marketing.

### MARGARET DAWSON BIO

Called “Witty, inspirational and wicked smart,” Margaret Dawson is a 30-year technology industry veteran who led successful programs and teams at several start-ups and Fortune 500 companies, including Amazon.com, Microsoft, HP and Red Hat. Her insider’s knowledge of technology, engaging presentation style and authenticity has made her a sought-after keynote speaker, moderator and emcee at numerous conferences worldwide.

Whether it’s an intimate gathering with key executives or a national trade show, Margaret has a knack for connecting with the audience to keep them listening. An acclaimed author and speaker, she has presented on numerous topics, including digital transformation, cloud computing, leadership and living intentionally. She lights up the stage with her unique talent of snorting while laughing, and is unafraid to admit her greatest education and growth came from the multiple failures and stalled ventures she experienced.