

# SUHASINI KIRLOSKAR

## CONTENT SAMPLE

### 1

The Chief Marketing Officer role in 2020 drives and unifies customer experience, brand purpose, creative communication, and marketing technology. However, this leader may no longer be called a CMO, and new titles are being crafted to better express the strategic direction and execution responsibilities involved. The Chief Marketing Officer now has ownership of growth strategies and the customer experience across all brand touchpoints.

### 2

This year the market size for the martech industry grew at over 25% in the USA and the UK, according to the WARC-BDO Marketing Technology survey. The same survey extrapolated findings to estimate that the global market size for martech is now \$121.5 billion. Martech is an incredibly vibrant space right now and American companies are spending 30% of their overall marketing budgets on marketing technology – roughly half of that amount on outsourced solutions and the other half on solutions developed in-house. As we snuggle in to enjoy the festive season, let's cast a look back at the major developments and big martech news in 2019 and do a little bit of crystal ball gazing at what 2020 will be like. There are three key themes that will be incredibly important in 2020, and several martech players have developed innovative solutions around them.

**CONTENT WRITING  
KNOWLEDGE ARTICLES**

**SECTOR: MARKETING  
TECHNOLOGY**

**CLIENT LOCATION: USA**

Martech Advisor is a portal dedicated to marketing technology and is a part of Ziff Davis. The editorial team invited me to contribute articles for the portal. We would discuss an idea for the article, and the keywords that should be woven into the writing. I wrote over 10 articles that are published on the portal.