



NASSCOM ORGANISES 'PRODUCT FORUM 2016' IN MUMBAI TO MENTOR CMTO FOR THE CHANGING INDUSTRY DYNAMICS

Focuses on the Modern Trends in Digital Marketing and the role of Chief Marketing Technologist Officers

Mumbai, January 13, 2016: The National Association of Software and Services Companies (NASSCOM) in a first of its kind initiative today organized the **Product Forum 2016** at Courtyard by Marriot, Mumbai. The session was aimed at understanding the rapid growth of technology in the industry and its implications. With exponential changes in the field, the fine line between CMO and CIO is getting blurred and this is giving rise to a new hybrid role of C-suite which is the Chief Marketing Technologist Officers (CMTO). The forum focused on how Chief Marketing Technologist Officers can make quicker data-driven decisions and successfully launch profitable marketing campaigns.

Marketing is rapidly becoming one of the most technology-dependent functions in business and the program showcased how many CMOs are preparing up to discover the technology side of their business to better engage with their customers. They are now articulating their decisions more vocally to incorporate digital and technology initiatives in advancing their marketing strategies. This function within the organization is becoming that of part strategist, part creative director, part technology leader, and part teacher. The program also looked at understanding how CMTOs are championing greater experimentation and more-agile management of that function's capabilities. They are becoming change agents, working within the function and across the company to create competitive advantage, facilitating and prioritizing technology requests from marketing, translating between technical and marketing requirements and making sure that marketing's systems adhere to IT policies.

Ms. Sangeeta Gupta, Senior Vice President, NASSCOM while talking about the evolving roles in IT in marketing said, "CMTOs are going to have the responsibility of aligning marketing technology with the business goals of the company along with serving as a liaison to IT, and evaluate and choose technology providers. They will support these strategies and goals by ensuring technical capabilities and advocating for approaches enabled by new technologies. People in this role need technical depth—many have backgrounds in IT management or software development—but they must also be passionate about marketing"

The daylong event saw participation from several organizations from the IT Industry, **Ms. Varad Kamini, Vice President & Head - Digital Marketing & Communications, Datamatics Global Services Ltd** was a key Speaker for the session and discussed **Modern Trends in Digital Marketing** and shared examples of Digital Marketing Case Studies along with interacting with the audience.

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industry in India. NASSCOM is a global trade body with more than 1800 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products,

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consulting services, BPM, e-commerce and web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs about 3.5 million professionals.

For more information,

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