

# Marketing People Transformation @HP



Tara Agen

VP and Global Head, Marketing Strategic Planning, Operations and Office of the CMO

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# HP TALENT LEADERSHIP

## CEO and Leadership Team 10-Year Vision:

To become a destination employer again.

## HP APPROACH

Make HP a school for talent that creates diverse leaders for HP *AND* our industry.



# HP CMO'S TALENT VISION

Establish Industry Recognized World-Class Marketers Who Are:

- Emotional Storytellers
- Data-based/driven Marketers
- Business Growth Drivers
- Obstacles As Opportunities Leaders
- Lead Diverse And Inclusive Teams to Greatness



# MARKETING'S 2-YEAR DIGITAL TRANSFORMATION JOURNEY

People Strategy & Plan To Support Our New Workforce Needs

**Future  
Facing Roles**

**Capabilities  
And Gaps**

**Learning &  
Training**

**Career Tracks  
& Pathing**



# CREATED FUTURE STATE DMT JOB ROLES

Thinking Through B2B vs B2C Learning & Development needs



## Country Initiative CORE TEAM Roles

Campaign Manager/ Strategist (large markets)

Project Manager

Content Strategist

Campaign Analyst\* (Region)

\*Nurturing & Lead Management (country, Comm only)

Media Execution (Ziji/in house and PHD)

## Support & Innovation Roles

Tech Stack Integration (WW & region)

Data Systems Administrator (region)

Data Scientist (region/country for large ctry)

AI (region)

Content Innovation (WW)

Customer Experience (AEM, Eloqua) Management (WW)

HP.com (region) and HP Store (country)

Telemarketing support (country, Comm only)

Commercial event lead (country, Comm only)

Social media (country)

Media Manager (region)

Data Strategist (region)















Insights (Region/Country)

Roles = new roles identified as part of our DMT transformation





# CORE DIGITAL MARKETING CAPABILITIES REQUIREMENTS

  Marketing Tech Stack	  Insights & Data Science	  Dynamic Journey-Led Content	  In-House Media	  Personalized HP.com Experiences	  Integrated Search	  Real-time Dashboards
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**HP Talent**  
DMT Skillsets & Training for B2C vs B2B



**Agency Talent**  
New DMT Competencies

Better Customer Experiences / Greater Marketing Effectiveness / Improved Marketing ROI



# DELIVERED DMT ESSENTIALS TRAINING

Internal, SMEs and Live/Online due to COVID19

4.0 Rating Training Feedback

## DMT Training Modules

### DMT VIRTUAL TRAINING RESULTS & INITIATIVES

The DMT Virtual Training saw tremendous successes alongside positive feedback as the team suggest. The training was designed to help you execute DMT initiatives covering a wide range of tools, processes, ideas and your existing practices, as you move forward.

#### RESULTS

- 585** No. of people trained
- 4.0** Overall rating for all trainings
- 12** No. of markets trained (plus WW & COB/20)

**Pre & post-training numbers**

- I understand how to execute an initiative using the DMT processes and tools: 32% (Pre) vs 79% (Post)
- 80% No. of people who rated the training 4 out of 5
- 8.8 Overall score by market (India)

#### What's Next

- Additional deep dives on topics you requested (Nurturing, AEO 2.0, Dataana)
- 7 DMT streams launched in May 2020
- Put DMT into action! Deployment team is partnering with all 10 markets to launch DMT initiatives in H2

Now that we have laid the foundation, it's time for you to put the training into action. Work with our team & change the dynamic of your organization as you embrace business intelligence with technology, while building a long-term, sustainable future. You can share your review about our training here.

**Our deployment team:**

- 888-800-8088 | [india@hphq.com](mailto:india@hphq.com)
- 800-369-6666 | [usa@hphq.com](mailto:usa@hphq.com)
- 800-369-6666 | [usa@hphq.com](mailto:usa@hphq.com)

[Know more](#)







# HP Marketing Lab Vision & Mission:

VISION: Support HP's school of talent and CMO's year of learning/growth.

MISSION: Equip Marketing with the career path tracks, foundational skillsets and key skills to *confidently grow HP's businesses and deliver impactful brand performance and results.*

## Welcome to Marketing Lab

Marketing Lab is the one-stop location to learn, grow and develop your marketing skills. Here, you will find a variety of resources for you to utilize in the flow-of-work. From basic to more advanced content, choose your level below.





# STEP ONE:

## Learning Platform



MARKETING LAB

+



**Brain Candy**

Powered by

 **degreeed**

# STEP TWO: RETHINK CAREER TRACKS & PATHS, SKILLSETS AND SKILLS, AND PEOPLE PERFORMANCE



Career Tracks



Foundational Skillsets and Skills



Career Pathing and E.S.P.

# CAREER TRACKS: GROW YOUR CAREER@HP

Marketer & Marketing COE Specialists, Segment and Business Focused + AI-Driven Learning Pathways



Global Brand Marketer

B2C VS B2B

Market/Country Marketer

B2C VS B2B

Marketing COE Specialist

Insights, Performance, Strategic Planning, Data Science, MarTech, AdTech, Search, Marketing Services, Content, Agency  
In House Agencies: Creative, Media, Search



B2B, B2C, GLOBAL, LOCAL, SPECIALIST

Do You Have  
The Right Skills

To Do  
The Work?





# REDEFINE WHO THE HP MARKETER WILL BECOME

## 4 FOUNDATIONAL SKILLSETS



# DEVELOP 12 KEY SKILLS

**Marketing CHP:**  
The Core Foundation  
of the HP Marketer



Business  
Growth Synergizer

- Leadership @HP
- Marketing Strategy
- Business Acumen and Delivery



Analytics and  
Insights Generator

- Market Research & Data Driven Analytics
- Customer, Portfolio & innovative Insights
- Performance Measurement & Effectiveness



Brand Builder and  
Demand Creator

- Brand Building, Briefs & Creative
- Digital Marketing Expertise
- Omnichannel Customer Asset Planning



Customer Experience  
Collaborator & Agile  
Executor

- Customer Experience Obsession
- Data Driven Decision Making
- Agile Execution



# DELIVER INSIDE AND OUTSIDE LEARNING EXPERIENCES

Marketing Lab Foundational Trainings, Day Job Hacks, Skillset Pilots

DMT Training Modules



DMT VIRTUAL TRAINING  
RESULTS & INITIATIVES

The DMT Virtual Training Live Experience is a one-day, on-site training for the staff support. The training was designed to help you master DMT processes, identify a range of tools, gain practical advice on your existing practices, and your future forward.

**RESULTS**

- 585 No. of people trained
- 4.0 Overall rating for all trainings
- 12 No. of people who completed the DMT & C&M

I understand how to execute an initiative using the DMT processes and tools. **32%**

Pre & post-training numbers **79%**

**80** No. of people who rated the training as a 5

**Overall score by market (3/5)**

**What's Next**

Additional deep-dive on sales performance (Building, AG 2.0, Delivery)

- DMT Experts Available in May 2022
- The DMT Exp. team deployment team is partnering with all 10 markets to launch DMT initiatives in Q2

Now that we have laid the foundation, it's time for you to put the training into action. Work with our team to change the dynamics of your organization as you embrace business intelligence with technology, while building a long-term, sustainable future. You can share your views about our training here.

**Our deployment team:**

- Get ready for the deployment
- Get ready for the deployment

[Know more](#)

## 10 E2E Workflow Hacks That Will Put Your Initiatives Into Action!

Step-by-step hacks to simplify the process from planning an initiative, to getting finance in order in the right tool the right way, all the way to paying your invoice and reporting your win!



**Planning**

- 01 Strategic Planning
- 02 Alliance Partner Programs
- 03 Budget /BMT
- 04 Percolate

**Initia**

- 05 Agency Manage



# HAVE MARKETING CAREERS DRIVEN BY E.S.P





# HELP MARKETING PEOPLE HAVE CAREER PATHS AND MAKE MOVES



## Scope of Responsibility

Large global or market or leading a global COE. Multitude of business and/or functional experiences

Mid-size market or mid-level global role (Mktr/COE)

Some business or functional experience

Country-level within a market or COE entry level

## Career Experience Inside HP

Experienced HP Marketer

Accumulated a rich level of experiences within or outside HP

Expanding Experiences Within HP

Moving to new business/category/function, or role that adds new skill-set or stretch assignment or role in an adjacent function (Comms, Sales, Category, Product Mktg, Omnichannel, TMO)

One role in one HP business or COE function; B2B OR B2C

## People Management/ Leadership Qualities

People Leader

Strong values, promotes the HP Way, drives diversity and inclusion, and is committed to mentoring and capability building.

Experienced People Manager Positive VIA scores managing teams

Leads with diversity Experienced Locations IC or manager moves across countries, markets, functions or WW vs local scope

Individual Contributor to Master IC

Hasn't had the opportunity to manage people. Given stretch, projects/key programs to lead people virtually

# STEP THREE: LAUNCH MARKETING LAB TV TO DELIVER TIME NEEDED AND POINTS OF REFLECTION FOR *OUR* YEAR OF PERSONAL LEARNING ...and have fun doing this!

**Cristina Bondolowski**  
Head of PS Marketing  
**My career map**

**Cristina Bondolowski**  
Cristina Bondolowski  
Joseph Jaffe

Sharon Ellerker  
Joseph Jaffe  
Tara Agen  
Carlos Ricardo  
Cristina Bondolowski



WE BELIEVE IN IN THE POWER OF MARKETING AND OUR  
MOST POWERFUL ASSET IS OUR MARKETING PEOPLE

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THANK YOU



[tara.agen@hp.com](mailto:tara.agen@hp.com)

<https://www.linkedin.com/in/tarajagen/>