

speaker

Anton Buchner

Data Driven Marketing Transformation



Senior Consultant

“Who do I trust when it comes to data-driven marketing and technology opportunities?”

This is the most common question Anton hears from leaders as they continue to transform their business and marketing approach in a digital and data-driven world.

Anton has over 20 years experience in showing marketers how to deliver incremental business growth through direct consumer relationships. Whether B2B, B2C, or B2B2C.

With a passion for making sense of an ever-changing and more complex digital and technology focussed landscape.

Anton helps marketers cut through the bells, whistles and hype, to refocus conversation around aligned objectives, common interests, and identifying marketing performance through the power of data.

Anton has worked with some of the largest global and local clients to assess technology stacks, platforms, deployment and management systems, data warehouses, data flows, digital marketing & media activity, as well as reporting and optimisation processes, including: AMEX, Optus, Virgin Mobile, Fairfax, Lexus, Honda, Microsoft, Nestle, Campari, P&G, VW and Westpac to name a few.

Anton brings to TrinityP3 golden insights on how to establish more effective team structures, processes and data-driven vendor relationships.

Topics

“Breaking down business silos to achieve consumer centricity”

How leading organisations are achieving KPI alignment and improved marketing performance through greater collaboration and relevance

“Which data variables count when measuring return on marketing investment?”

Set a strategic framework for measuring the impact of your total marketing activity

“Which technology should I invest in?”

Cut through the bells, whistles and hype to focus on the right technology to enable your strategy

“What does consumer experience really mean for my business”

Start inside out - how to bring values to life with a shift in every employee’s daily behaviour

Which digital vendors and agencies do I now need on my roster?

The changing digital service provider landscape, and more effective agency roster models