

MarketingPulse 2018

Dialogue with Creative Minds Series 1 - Dialogue with Women Marketers

Synopsis

As a women marketer, how do you lead a marketing team to tackle a world of consumers? How could marketers connect meaningfully yet differently with male and female consumers? This is the perfect opportunity to get to know and share insider tips with your fellow women marketers.

The panel included *Ms Bonnie Chan Woo, Chief Executive Officer at Icicle Group Holdings Limited*, as moderator; *Ms Sara Riis-Carstensen, Head of Global Branding at De Beers and Former Director of Global Brand Development at LEGO*; *Ms Julieta Leong, Deputy Director - Marketing & Events (HK) at Lan Kwai Fong Group*, as speakers.

The three women in leadership shared with the audience both their professional and personal perspective on their role as Leading Marketers. The focus of the dialogue was on how to lead a marketing team daily and how to manage the balance between professional and private life.

Sara manages her team based on a key value: Trust. She strongly believes that taking care of employee means trusting them and create a healthy and stimulating work environment. This approach is very much rooted in her Scandinavian values.

Julieta values Moral and Motivation. She enjoys working with people who think out of the box and create a diverse and dynamic team. She believes into complementarity and in a team where people complete each other in terms of competences and skills, but also different perspectives. The most important is to confront everyone's ideas and to learn from each other to "become a complete team".

Interesting was to learn where women find inspiration in the marketing world. Sara thinks experiencing new things every day is her secret. She appreciates going to museum exhibitions, going to retail stores and trying to understand the concept, observing people behavior.

Julieta reads daily news every morning and enjoys hearing new point of views from her team. A great marketer has to understand the community they deal with and social media offer a broad perspective of it.

Usually, the Marketing Department is seen as the one spending money instead of generating revenues. Sara and Julieta share the same view on how a company should perceive marketing expenditure as long-term investment. Julieta said: "If you never take risk, you will never change minds".

Sara and Julieta are more than Women Marketers, they are also mothers. They both emphasized on how becoming mother has changed her working habits. "I leave the office early, I try to spend at least 2 hours with my children in the evening and then I can go back to work during the night," Julieta said. Sara shared how things changed after becoming a mother in terms of business trips. Long trips are gone and she now makes them as short as possible. "I am leaving Hong Kong tonight, I cannot stay longer because my daughter is in London and my husband is in Luxemburg," Sara said.