

Shaping Our Future

Match Made in Strategy: The Distribution & Marketing Real-World Challenges



PANELIST SPOTLIGHT



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MATCH-MADE IN STRATEGY: KEY TAKEAWAYS

1. Incorporate What You Heard

Implement today's insights can drive positive change and foster stronger relationships between Distribution and Marketing

2. Continuously Build Strong Relationships

Regularly invest time into nurturing your relationship to ensure long-term success

3. Adapt and Realign Strategies for Success

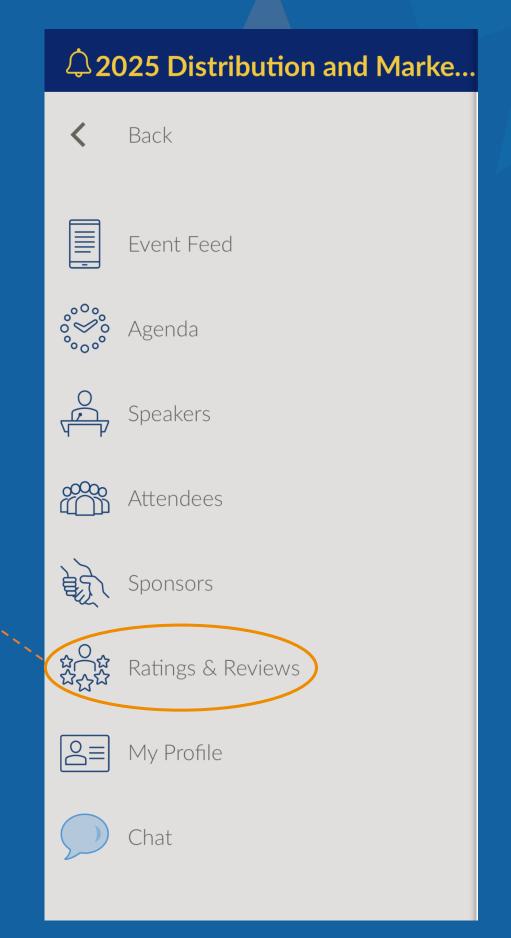
When strategies shift, focusing on realigning them to maximize outcomes rather than placing blame or abandoning them

4. Deepen Partnership to Show Mutual Success

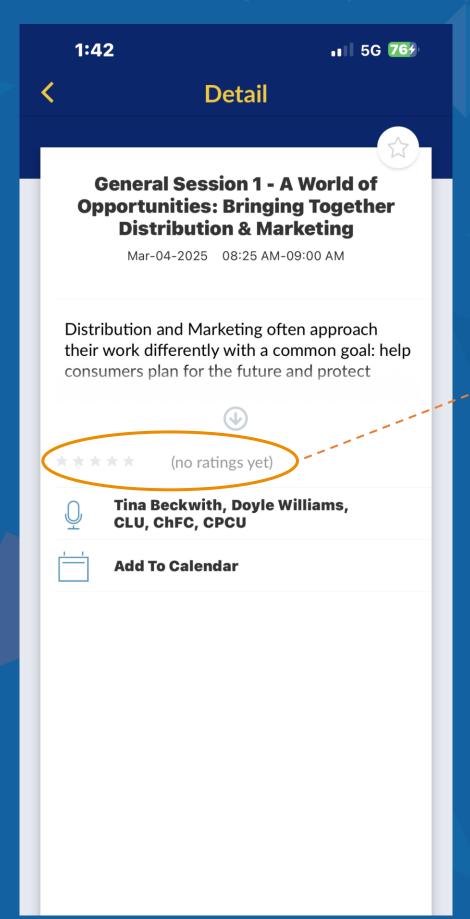
Highlight the successes and mutual benefits that are achieved through the partnership between Distribution and Marketing



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