

TOP 40

MARKETING MAESTROS

TOP 40 TECHNOLOGY MARKETING EXECUTIVES IN THE REGION

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Justine Zhao began her IT marketing career back in China working for CA Technologies (then Computer Associates) in their Beijing Office as a junior marketing coordinator. "I had very little idea what enterprise IT marketing really entailed," she says. "Technology always interested me. Though not being a technologist myself, I love technology because I find it has great powers to enrich our lives and to empower individuals as well as organisations."

She believes that the recipe for IT marketing success is understanding the individual skills that project participants bring to the table. "There are many traits a marketing manager needs in order to survive and thrive in the IT sector," she says. "IT marketing, especially Enterprise B2B Marketing where I am in, is extremely complex

and involves many different internal and external teams for each campaign going into the market. To be a good marketing manager, one really has to know what the criteria are for success at every level for everyone involved in that process and endeavour to design campaigns and processes that everyone (or at least most of them) will emerge to be winners from."

The importance of building robust working relationships in the region is not lost on Zhao. "Personally, I actually feel my biggest career achievement lies in the many number of friends I have made and built trust in, over the years," she says. "I left the B2B Enterprise IT sector for two years and when I rejoined the sector I was overwhelmed with sincere welcomes and warm congratulations from all over my network both in the UAE and abroad."

Productivity, and influencing those around her, are now Zhao's main professional drives. "Now I am a bit older and feeling a bit more secure with myself, I am more and more driven by the notion that if I get out of bed and do something useful that day, I get to make some positive changes and that change could make someone else's day better than if I stayed home doing nothing," she says.

Zhao is conscious of how the industry has changed over time, and of the need to stay abreast of transforming technologies. "I would encourage all new marketers to at least read about the theories and best practice on buyer's journey, demand generation funnel; learn to work with at least one type of marketing automation system and for B2B marketers, to also build basic understanding on lead flow and nurturing process."



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