



The Customer Edge



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



The Customer Edge with Game Changers,
Presented by SAP
Wednesday at 12 Noon Pacific
**March 4th 2015: Special Encore Presentation:
How to Build a Marketing Technology Strategy**

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The buzz: Marketing Technology. Consumers are leading your business into a brave new world where they expect consistent and seamless engagement across all channels where they choose to find you. Beyond developing adaptive customer engagement strategies, smart marketers are realizing the need for an integrated marketing technology foundation. Do you have one yet? The experts speak. Michael Darviche, Bridge-22: "All roads lead to Rome... and there were times when it might have struck us that almost every branch of study or subject of conversation skirted forbidden ground." (Henry James, Turn of

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Featured Guests



Michael Darviche

Michael Darviche leads Bridge-22, a NYC boutique consulting firm to marketing, ad-tech, data and marketing technology industries.

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David Raab

David Raab started his career as a marketer, in magazines and continuities. He is now a consultant and industry analyst specializing in helping marketers select and acquire appropriate technologies.

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Bernard Chung

Bernard Chung is a senior director of global solution marketing at SAP. He is focused on marketing solutions and is passionate about helping organizations to successfully engage their audiences to orchestrate customer experiences that build customer intimacy.

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