

# Why will marketing data director be a very important job in 2019?

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Artificial intelligence (AI) is ready to revolutionize almost every industry on the planet and the marketing world will not be out of this trend, IBM Watson Marketing said. In 2019, CMOs and digital agencies will reorganize their marketing functions due to the increasing demand for data structures to allow businesses to make decisions. action, action is more effective.



1. By 2028, 45% of jobs in the technology sector will be freelance

Sylvia Vaquer, co-founder and creative director of SocioFovena, said: "Changes that can have a profound and far-reaching impact on a large field are often rare, but this is coming up. there will be profound effects on all aspects of marketing, and we are at the beginning of this transition. "

This transformation is fueled by the deeper intervention of the AI ??into the market, providing a rare opportunity to create positive changes in the field of marketing, but it is important for those The top of every business must have practical knowledge to take advantage of it!

The IBM Watson Marketing report also shows that the massive growth of information will entail an increase in the demand of businesses for marketing data director positions and marketing roles related to other data in 2019. Those who work in this position will be responsible for establishing and controlling the cooperation between people and machines / systems on a company-wide scale. Specifically, these experts will have to work with technology providers and internal groups on data integration, as well as create processes and rules to ensure that important data is collected. and integrating into the customer data platform (CDP) to serve the actual needs.



### 1. Things to know about a CIO (CIO)

Data is a fundamental part of a problem that marketers must solve if they want to achieve success, while helping to promote customer segmentation, personalization and improvement of customer care services as well. as potential customers. The development of AI-based marketing tools has made managing and integrating data particularly important for businesses and organizations working in the marketing field. According to a survey by Memfox, 61% of executives asked whether machine learning and AI were their company's most important data initiatives in 2019.

This report also predicts other new job positions where the increase of data and AI in marketing will create data integration and marketing data development. These experts will help marketing organizations and businesses use AI and machine-based tools when they analyze customer data and behaviors that can make recommendations and predictions and intelligence. more over time.



Along with these new roles, marketing experts will also look for open and more integrated solutions through APIs and pre-built connectors."Marketing companies will have to really try to collaborate with IT, customer support and e-commerce. And to integrate relevant data on channels, functions and systems essentially. will be able to limit their AI marketing systems to make accurate or reliable decisions and recommendations ".

Great notes for managers working in technology:

1. The rise of AI in marketing has caused many CMOs to restructure their divisions.
2. Companies will begin to need the presence of marketing data directors and marketing data experts in 2019.

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