

Merck Group



Amr Adel, VP, Global Brand Head, Oncology Business Franchise

Vice President, Global Brand Head, Bavencio | Oncology | Advancing Science | Bringing Innovation forward to patients | Leadership | Driving Growth | Strategy to External Impact



We are Merck, a leading global science and technology company headquartered in Germany.

We are curious explorers, courageous pioneers, and ingenious inventors. Our colleagues across the globe love innovating with science and technology to enrich people's lives with our solutions in Life Science, Healthcare, and Electronics.

Together, we dream big and are passionate about caring for our rich mix of people, customers, patients, and the planet.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

- Inorganic growth
- Protect market share in an intense competitive environment
- Expand the market

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Adobe, Salesforce, Dentsu, Microsoft

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

26

WHO DO YOU REPORT TO?

CEO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

€30 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Scale our digital marketing programs through new short-form video strategies, and leveraging AI capabilities

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI, CX design

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Rollout in 50 markets by end of Q3

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€5 to €10 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C