

Rackspace Technology



Kathleen Schneider, Chief Marketing Officer

Global CMO in the B2B technology/software space who has successfully been building and scaling the full-stack marketing function and delivering growth across tech sectors such as cloud infrastructure and managed services, SaaS, data analytics, adtech, telecommunications and data center services. Brings results-focused and AI-led approach to building brand strategies and demand generation engines with measurable outcomes.



Rackspace Technology is a leading end-to-end hybrid cloud and AI solutions company. We can design, build, and operate our customers' cloud environments across all major technology platforms, irrespective of technology stack or deployment model. We partner with our customers at every stage of their cloud journey, enabling them to modernize applications, build new products and adopt innovative technologies.

DEPARTMENT BREAKDOWN

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

Demand generation and conversion to support bookings growth goals. Refine messaging and value proposition and refresh website.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

AWS, MS Azure, Dell Technology, and Broadcom.

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

70

WHO DO YOU REPORT TO?

CEO

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

\$10 to \$25 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Enhancing our demand generation engine from lead acquisition through to pipeline. We continue to refine channels, lead scoring and BDR follow up efforts to improve conversion.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

6Sense, HubSpot, and TechTarget.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

3-6 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$5 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	C
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	B
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	B
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	A
Getting Customer Experience Right: Personalized Omni Channel Journeys	D
Leveraging a CDP to increase LTV	C
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	B
Content Creation utilizing GenAI	C
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omnichannel Digital Media Buying	C
Immersive Video Content	D
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	B
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	D
Omni-Channel Digital Experiences And Personalized Communications	C