

# Dumarey Group



## Federica Maritano, Chief Marketing Officer

I prefer to hypothesise solutions instead of listing problems. I love writing and travelling. That is why I have always worked in multinational companies in global marketing and communication roles, in close contact with different languages and cultures.

Extrovert, creative and proactive, with a pragmatic and structured approach, oriented towards deadlines, goals and tangible results. I do not like static, except when practising yoga or enjoying a good book. Between living with an eye on the past or on the future, I opt for the latter, which is why I feel open to new challenges.



The Dumarey Group, founded in 1983 by Guido Dumarey, is an entrepreneurial, family-owned international business delivering advanced engineering services, systems, and components that power vehicles and industry. Our technologies span from vehicle powertrains and control systems to dual-fuel hydrogen engines and energy storage.

Dumarey partners with OEMs and industrial organisations through the complete product lifecycle—from innovative design to industrialisation and production. As a private company we offer greater flexibility, faster responses and a longer-term perspective.

Operating across ten locations in Europe, the Americas, and Asia, our 3,000-strong team generates around € 750 millions in annual revenue.

## DEPARTMENT BREAKDOWN

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

Increase our brand awareness/brand positioning in the market. Have a clear market strategy. Improve qualified leads generation. Reinforce digital marketing

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

External communication agencies and partners specialized on strategy

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

10

### WHO DO YOU REPORT TO?

Group Sales and Marketing Group Director

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

€15-20 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Increase our brand awareness/brand positioning in the market. Have a clear market strategy. Improve qualified leads generation. Reinforce digital marketing

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Brand awareness strategic activities. Leads generation strategic actions. Latest digital marketing tools/activities and trends

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

1 year

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

€5M

**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 |