



Year in review: Key insights, learnings and predictions for senior marketing executives in complex B2B industries

Jani Hovila & Joonas Hakkarainen
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Speakers



Jani Hovila

Managing Director
jani.hovila@mavenfirst.com



Joonas Hakkarainen

Senior Marketing Consultant
joonas.hakkarainen@mavenfirst.com

Today's key topics for discussion

- Summary of marketing landscape in complex B2B industries in 2024.
- Marketing's role in complex B2B industries and long sales cycles.
- Leading marketing function by accountability, not activities.
- Stronger emphasis on communicating total marketing value.
- Building stronger in-house marketing teams to drive impact.
- Successfully leading the AI transformation.



Summary of marketing landscape in complex B2B industries in 2024

Marketing's role in complex B2B industries and long sales cycles

Leading marketing function by accountability, not activities

Stronger emphasis on communicating total marketing value

Building stronger in-house marketing teams to drive impact

Successfully leading the AI transformation

Learn more

If you want to hear more or discuss, you can contact us via our [website](#), LinkedIn, email or phone.

Our Executive Roundtable concept is designed for marketing leaders like you to share experiences and lessons learned.

2025 events will be held in Helsinki, Stockholm, London.

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ROUNDTABLES



Jani Hovila

Managing Director
jani.hovila@mavenfirst.com



Joonas Hakkarainen

Senior Marketing Consultant
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