

January 29, 2021

Greetings!

Check out the [replay](#) from my latest podcast about the Hybrid Marketer.



The podcast is on Marketing Mambo. Terry McDougall is the host of Marketing Mambo. She is a marketing executive and executive coach for marketers.

Terry and I explored the skills and expertise of the Hybrid Marketer. The Hybrid marketer is skilled at left and right brain marketing and is representative of the marketer of the future. The Hybrid Marketer crosses **Marketing's Digital Divide**. We've been talking about Marketing's Digital Divide and skill gaps on your team.

We've capped the podcast to 30 minutes. When you have some quiet time, have a **listen**.

Key topics:

- what is the Hybrid Marketer?
- a peak at the CMO of the Future
- marketers as data driven revenue influencers
- furthering the discussion about the symbiotic nature of marketing and sales.

Let's have a conversation about developing hybrid marketers at your company and the long term benefit for all of doing so.

Set a time for us to speak [here](#).

Happy Marketing!
Marianne

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