

Manifesto: The Future of Marketing is in Localization from Global Exposure Foresight



Jackson Gevera "aka Mtembezi" for Board Member – Full Member Representative

KEY MEMBER ISSUES:

- ❖ Global Exposure for Members
- ❖ Repositioning of the Marketing Profession for the Boardrooms
- ❖ Re-energization of Regional Memberships clusters/Recruitment.
- ❖ Localization of Lessons learnt.

In the ever-changing landscape of our profession, it is clear that we must adapt to new challenges and opportunities. To do this, I do envision to catapult this noble profession to new heights under four key pillars to propel our success:

- ❖ **Repositioning of the Marketing Profession for Boardrooms**

As Growth propagants, I envision to champion the repositioning of marketing profession as a strategic driver of business growth. Instill change in the perception of marketing from a cost centre to a revenue generator and ensure that marketers have a seat at the corporate table as C.E.O,s . By demonstrating the value of marketing through data-driven insights and measurable results, "leading from the field" for us to earn the respect and recognition we deserve.

**'Target 50% of Key
Corporate leaders - CEO,s
to Marketers'**

What is the secret?.



❖ **Global Exposure for Members**

I envision to closely encourage the leadership to organize at least 2 International exposure trips , to meet , greet and bring back knowledge from lead brands ,leading marketers , CEO- Marketers and Marketers who made a difference across the globe.This will help us stay ahead of the curve and achieve better results for our clients and organisations.

We need to leverage on global Exposure to expand Membership knowledge and experience.

By organizing international trips for sharing ideas with other marketers around the world, we can learn from their experiences and gain new insights into emerging trends and best practises.



❖ **Re-energization of Regional Memberships clusters/Recruitment.**

Finally, we need to focus on regional positioning to leverage our strengths and differentiate ourselves from the competition. By highlighting our unique expertise and local knowledge, we can build a reputation in our respective regions and attract new clients and opportunities.



As marketers, we have the power to drive growth and create positive change in our communities and Globally .

"Be a Member of MSK and Drive with the Drivers"

By focusing on strengthening the existing regional clusters , and ultimately localisation of the profession in our counties in liaison with the county governments and leading companies in this region I envision to attract and grow members in this region as well

as increase their activeness in MSK activities and contribution to the growth of the profession.

❖ **Localization of Lessons learnt.**



Localisation of lessons learnt being a critical towards the success of the marketing profession.

We shall steer development of a framework for members to import and implement lessons learnt from MSK activities in our organizations alongside key adoption strategies.

"Value for Money, and Ideas for Transition "

Let us work together to supersede this easy catch objects and make our profession stand tall.

Join the Wagon "Kura kwa mtembezi"