
Digital Sales & Marketing in Chemicals

EXECUTIVE ROUNDTABLE FOR MATERIALS GROWTH

A conversation with Terry Kaufman

Director Inside Sales, Avient Corporation

Sept, 9 – 10 am EST

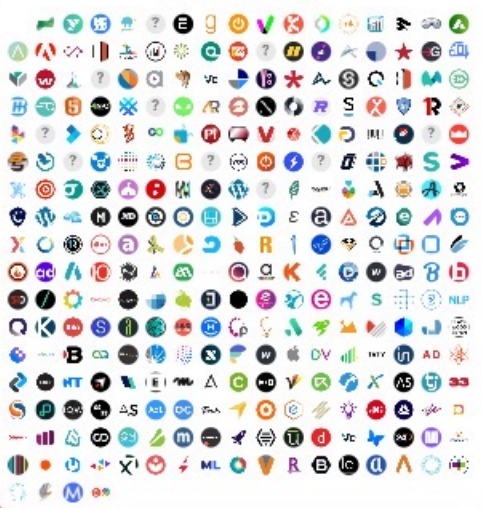
To see our Event Schedule and to Register:
[Register for Roundtable Membership](#)

The Executive Roundtable is hosted by
[Growth Arc Advisors LLC](#)



Advertising & Promotion

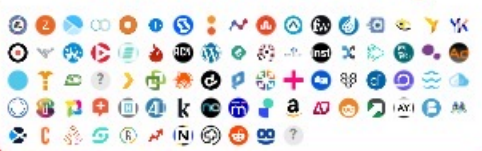
Display & Programmatic Advertising



Mobile Marketing



Native/Content Advertising



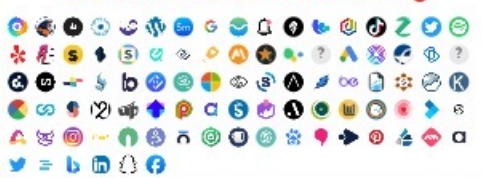
PR



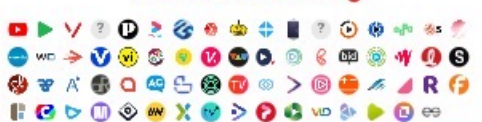
Print



Search & Social Advertising

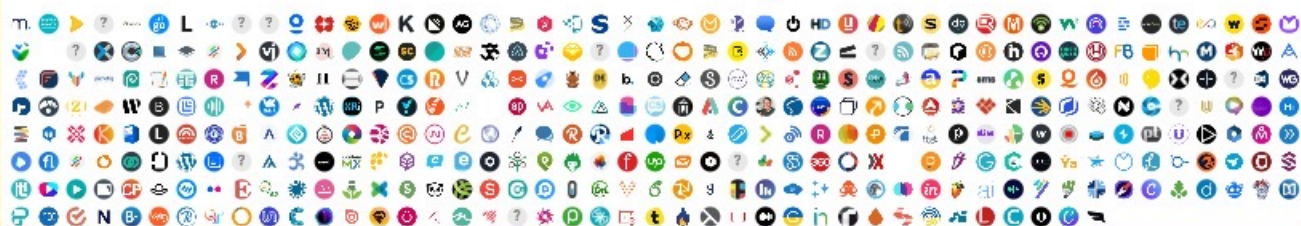


Video Advertising



Content & Experience

Content Marketing



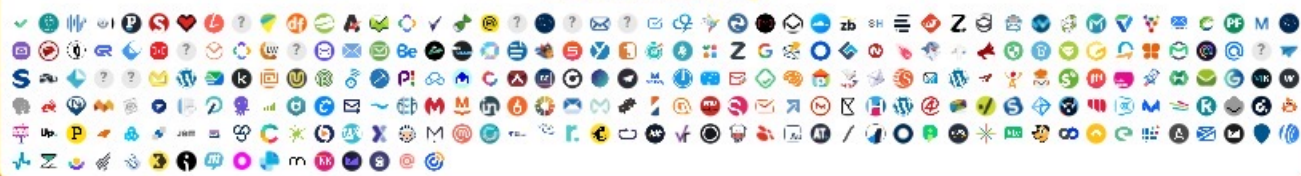
CMS & Web Experience Management



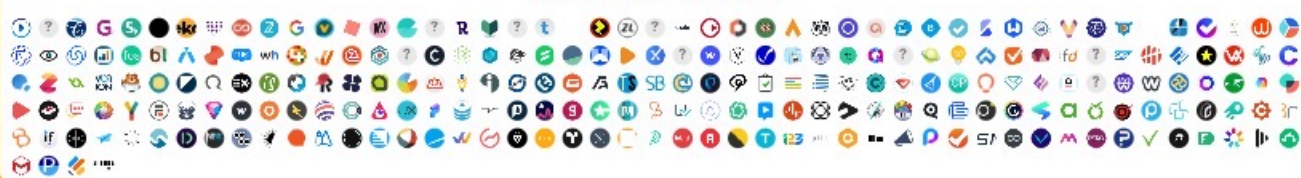
DAM & MRM & PIM



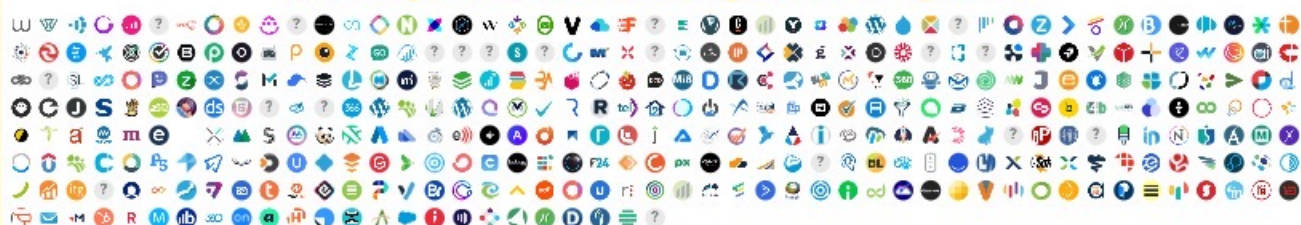
Email Marketing



Interactive Content



Marketing Automation & Campaign/Lead Management



Mobile Apps



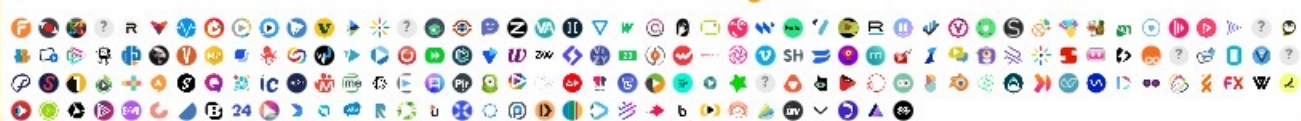
Optimization Personalization & Testing



SEO



Video Marketing

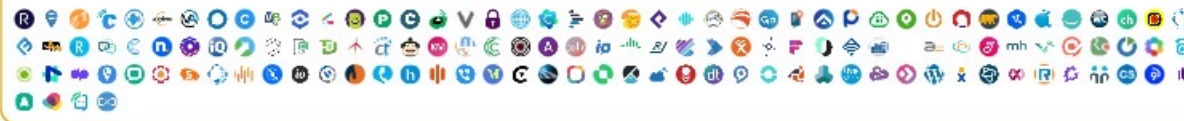


Social & Relationships

ABM



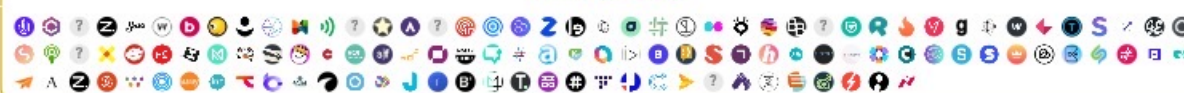
Call Analytics & Management



Customer Experience Service & Success



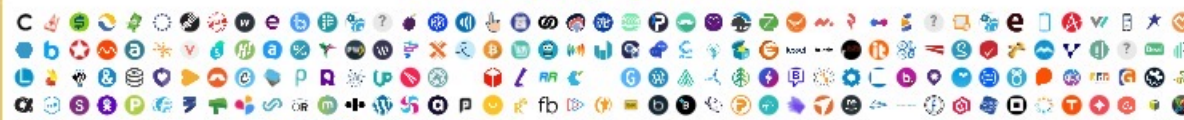
Influencers



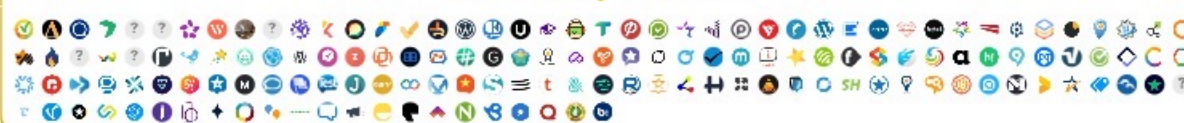
CRM



Advocacy Loyalty & Referrals



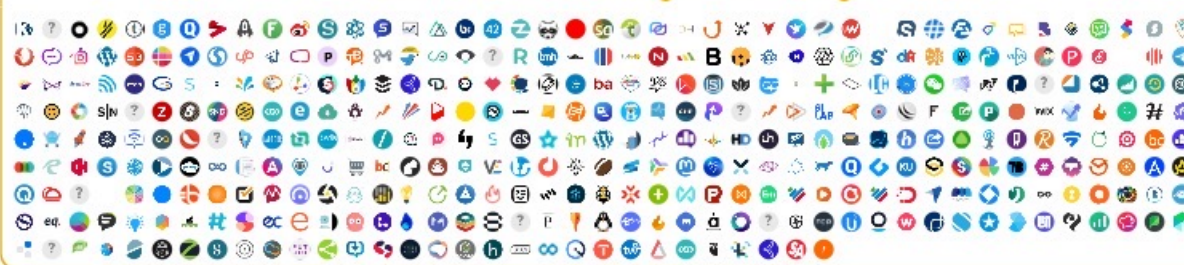
Community & Reviews



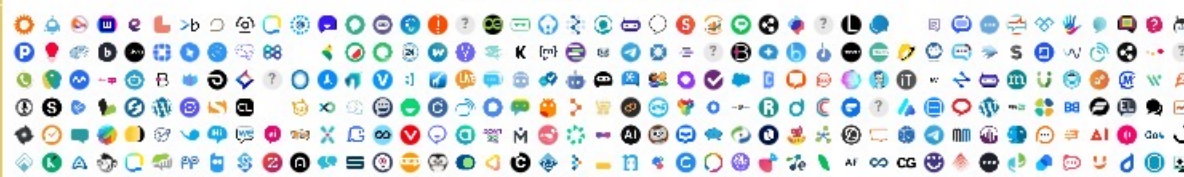
Events, Meetings & Webinars



Social Media Marketing & Monitoring

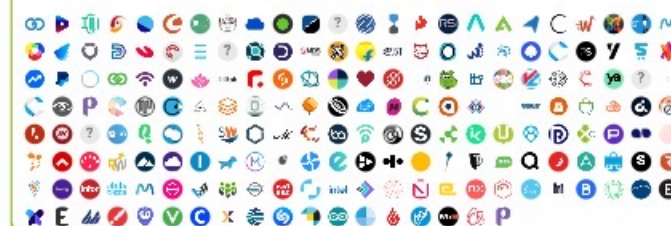


Live Chat & Chatbots



Commerce & Sales

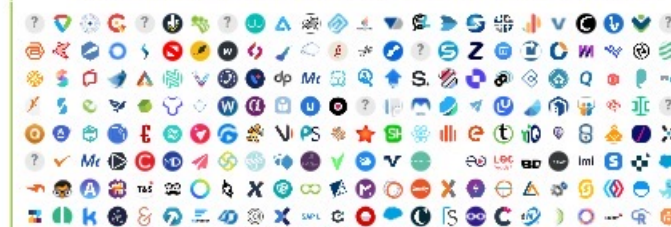
Retail, Proximity & IOT



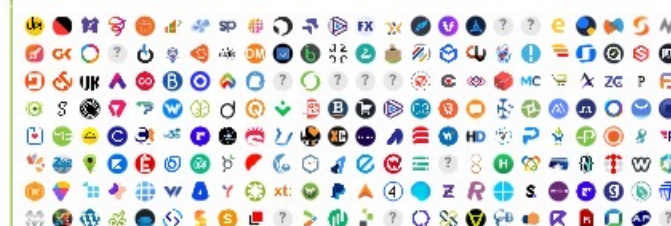
Affiliate Marketing & Management



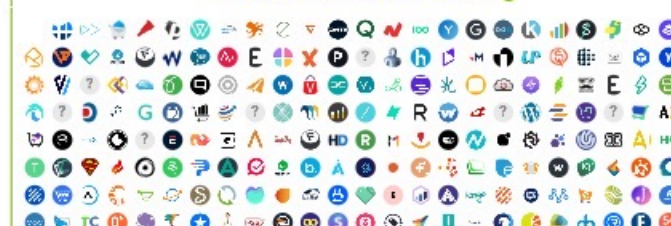
Sales Automation Enablement & Intelligence



eCommerce Platforms & Carts



eCommerce Marketing

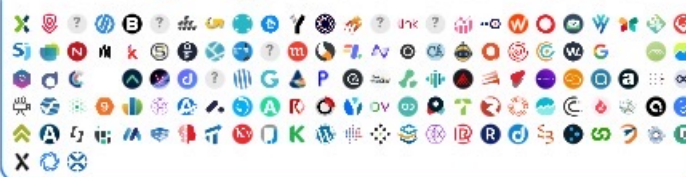


Channel Partner & Local Marketing

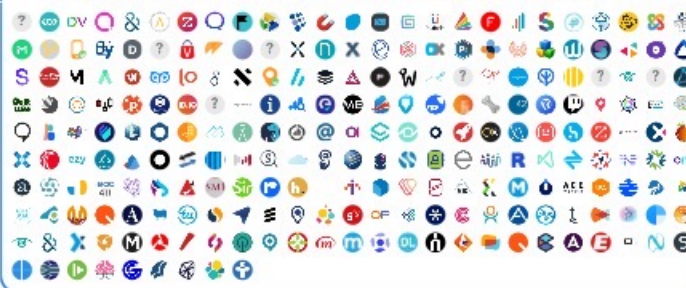


Data

Marketing Analytics Performance & Attribution



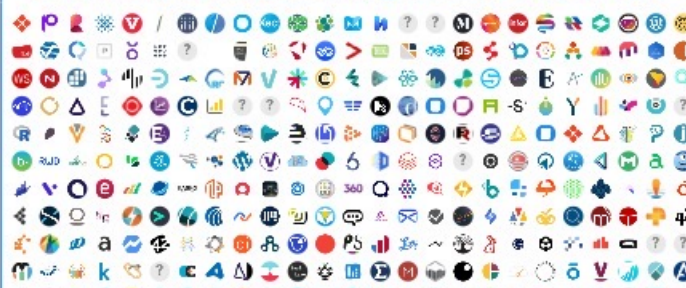
Audience/Marketing Data & Data Enhancement



Ipaas Cloud/Data Integration & Tag Management



Business/Customer Intelligence & Data Science



DMP



Dashboards & Data Visualization



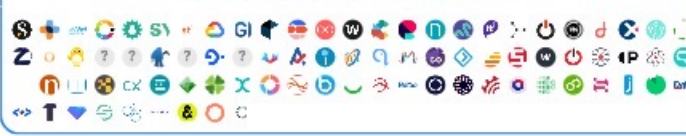
Governance Compliance And Privacy



Mobile & Web Analytics

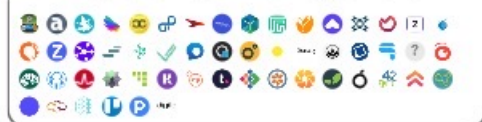


Customer Data Platform



Management

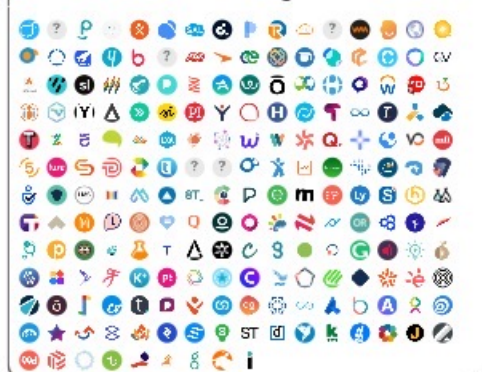
Agile & Lean Management



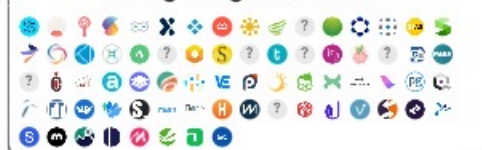
Collaboration



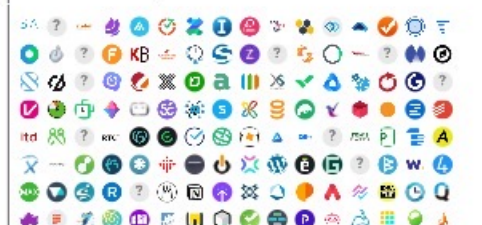
Talent Management



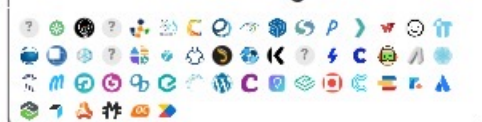
Budgeting & Finance



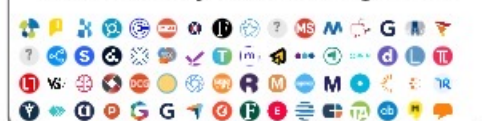
Projects & Workflow



Product Management



Vendor Analysis & Management



Digital Sales & Marketing

Contact Information

Terry Kaufman

Email: terry.kaufman@avient.com

LinkedIn: <https://www.linkedin.com/in/terry-kaufman-2225b92b/>

Next Event

[Innovation Culture](#)

Bob Eckert, CEO,
New & Improved LLC
Sept 29, 10 AM EST

Register

[Register Here](#)

Roundtable Membership
& Event Schedule

