

# HSMIAI STRATEGY CONFERENCE

Take the Lead in Strategy

SINGAPORE  
9-10TH JULY, 2019

The Future of the Sales, Marketing & Revenue  
Managements roles & skillsets

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# WHAT'S CHANGED



An aerial night view of a city, likely Singapore, featuring a prominent expressway with light trails from traffic. The city skyline is visible in the background. A network of white lines connects several glowing location pin icons scattered across the city, symbolizing connectivity and growth. The overall image has a blue and white color scheme.

**EXPLOSIVE  
GROWTH**



A person wearing a grey hoodie and a brown backpack is seen from behind, looking out over a bright, hazy landscape. The scene is backlit by a strong light source, creating a soft glow and lens flare effects. The overall mood is contemplative and adventurous.

# REMOTE LOCATIONS

# ROLE EVOLUTION



**RELATIONSHIP DRIVEN**

**VALUE DRIVEN**

**OFFLINE**

**ONLINE**

**OPAQUE**

**TRANSPARENT**



# WHAT'S THE IMPACT



# COMPETITION FOR TALENT





**DROUGHT  
ON SKILLS**



# REQUIREMENTS SKYROCKETING



# SALES



# BUSINESS-ORIENTATED



# MARKETING



# DIGITAL



# REVENUE



# ARTICULATE

**JUST THE BEGINNING**



# TECHNOLOGY





# DATA



# HSMIAI

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Thank-you!