

# #LetsTalkDigital: Donovan Neale-May: The role and mandate of the CMO in digital transformation

Our guest this week is Donovan Neale-May , Executive Director of the Chief Marketing Officer (CMO) Council and Business Performance Innovation Network and we get to explore the role of marketing in digital transformation, and how the marketing function & CMO should change to support a digital-first organization.

Marketing has never been more complex than right now. Sweeping advances in technology and digital has revolutionized and fragmented the discipline, while societal issues such as the Covid-19 pandemic has certainly raised expectations for marketers.

As someone once said “Resistance is futile!” Like it or not, technology & data will continue to be an increasingly important aspect of running a modern marketing function.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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