

Superior Digital Experience

About

Jesus Caviedes (Global Commercial Development Head), Daniel Bustamante (Builders Journey Product Owner), Manuel Toro (Dir. Digital Commercial Model) and Edson Santos (Digital Marketing Head) discuss how digital technology is enabling superior customer experience strategy.

- *Achievements, trends and opportunities for CEMEX and our customers*
- *Jointly review in detail, three of the main components of the digital landscape: Online Stores, Data Management and Digital Marketing*

Additional Info.

Session Dynamics

- Presentation
- Videos
- Q&As

Pre-reads: Yes (See Registration landing page)

