



DARIO TARULLA, CHIEF MARKETING OFFICER

Originally from Argentina, Dario graduated with a degree in Business Administration from UCA in Buenos Aires and received a postgraduate degree in Marketing from the University of San Andres in Buenos Aires. Dario has over 20 years of experience in mass consumer products, and a successful career in portfolio development for brands and mass consumption. He has acquired vast international experience in America, Western and Eastern Europe, and Central Asia, having held several leadership roles in the United Kingdom, Brazil, and more. He has been on the steering committee of HEINEKEN Mexico since 2019.



Heineken is Western Europe's largest beer producer, and following the Anheuser-Busch InBev acquisition of SABMiller, it is the world's second-largest brewer. It has the leading position in many European markets, including the Netherlands, Austria, Greece, and Italy. Its flagship brand, Heineken, is the world's leading international premium lager. Its brand portfolio spans nonalcoholic, Belgian, and craft beer. Heineken is the world's biggest cider producer.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Driving growth for our base eCommerce business.
Delivering innovation for the channel through the category.
Make Marketing Mix more efficient by brand / channel / retailer.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

We use Slack, SAP, Microstrategy

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

20 direct/200 indirect

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

€250+ MILLION

WHAT IS YOUR ANNUAL AD SPEND?

€100+ MILLION

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Innovating traditional advertising to drive digital engagement and conversion. This includes leveraging newer technologies and gamification to stand out in the crowded social and mobile space.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Keeping campaigns as brand centric as possible.
Conversion rates.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Social/Digital experts that drive personalisation/localization. Shoppable video. Other vendors with new technology for AI and Marketing.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6-18 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€5-10 MILLION

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C