

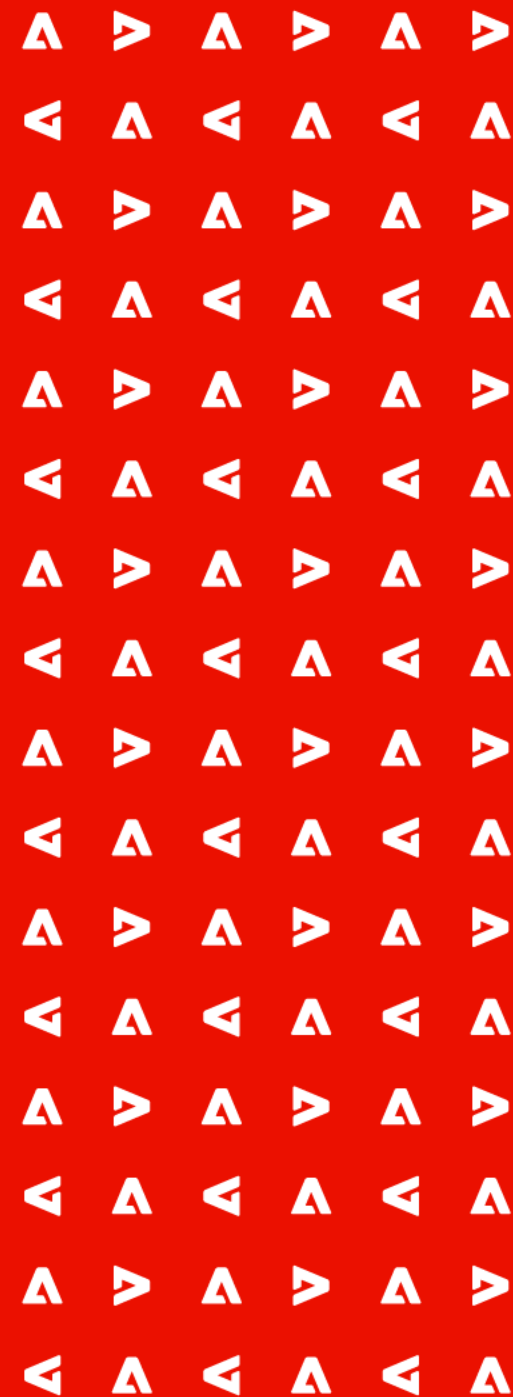


# Adobe Marketo Engage may be big, learn how a small team maximizes their instance

Darshil Shah | Consultant | Deloitte

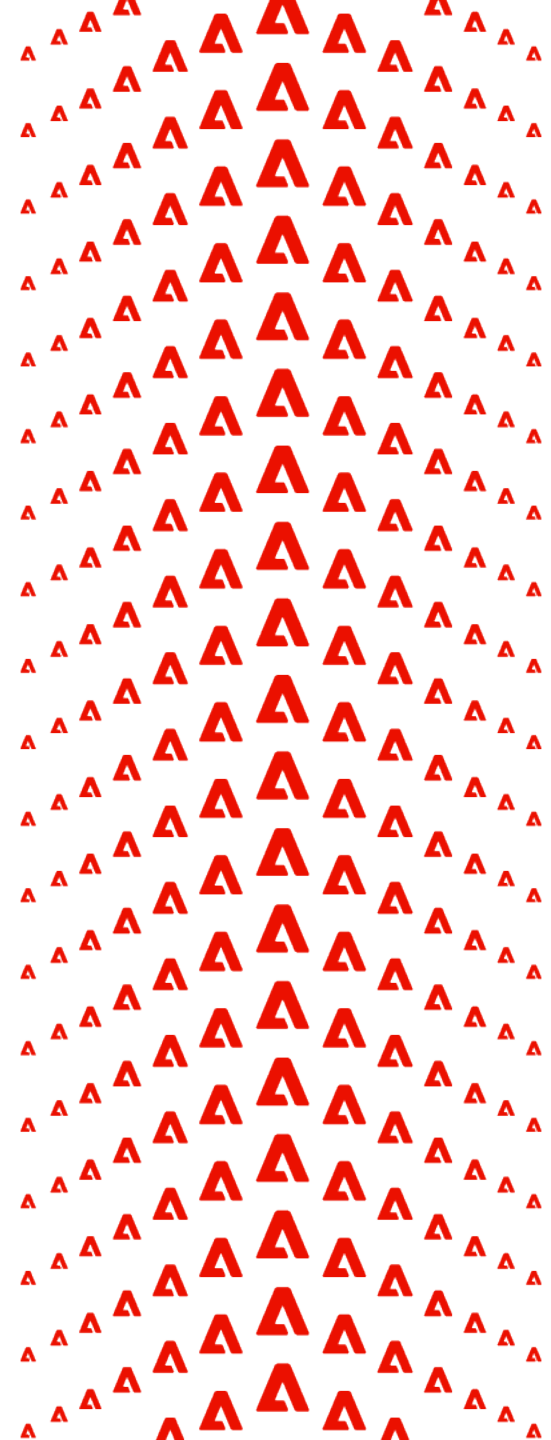
Joy Martinez | Senior Director of Marketing Operations | CS2

Jenny Robertson | Chief Technology Officer | ANNUITAS



# Agenda

|                 |   |                |
|-----------------|---|----------------|
| Introductions   | Meet the Champions                            | 9:00am-9:05am  |
| Success         | Your Experience as a member of a Small team   | 9:05am-9:10am  |
| Career          | How did becoming self-sufficient help you?    | 9:10am-9:25am  |
| Positive Impact | How did this experience impact your instance? | 9:25am-9:45am  |
| Q&A             | Ask your questions                            | 9:45am-10:00am |



# Introductions



Darshil Shah  
*Consultant*  
Deloitte



Joy Martinez  
*Senior Director of Marketing*  
*Operations*  
CS2



Jenny Robertson  
*Chief Technology Officer*  
ANNUITUS



## Stay connected with our chapter!

Sign up for Bevy – the new tool for Adobe Marketo Engage User Groups!

- Step 1: Navigate to [Adobe Deep Dive](#)
- Step 2: Create an account using the email associated with your Adobe Marketo Engage Account

Once you've joined the chapter you'll receive notifications and reminders about new events that the chapter has posted!



## Experience on small team

How were you able to be successful

- How did you stay organized?
- When you got stuck, how did you get help?
- What was your approach to large projects?
- **What was your biggest lesson learned that you can share?**
- **How did you manage expectations from leadership?**
- Tips and tricks for staying organized



# Self Sufficiency

How did this experience help your career

- Were you able to successfully expand your team through this process?
- What was your largest success story while on a small team?
- **Did this experience encourage you to become Marketo Certified?**
- **Did this experience help you become a Adobe Marketo Engage Champion?**



# Positive Impact

How did this impact your instance

- What is the best way to demonstrate your positive performance?
- Did this experience help you outside of your use of Marketo?
- **Who did you work closest with that wasn't on your team that helped your instance improve?**
- **Did you expand utilization of different portions of Marketo or other software while on a small team?**





# Questions & Answers



# Appendix



## Purple Me Up

Adobe Marketo Engage, Marketing  
Operations, and Marketing Automation  
Best Practices Knowledge Powerhouse

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## Check out Purple Me Up

Purple Me Up is a personal newsletter style-blog managed by Darshil Shah where he posts some very cool tips and updates around Marketo and marketing operations.

[Sign-up](#) to receive posts from Purple Me Up straight into your inbox.

