

FLEXIBLE THINKERS



He should know how to react and innovate in different situations, and stay agile to respond fast to unexpected opportunities.

VISION-ORIENTED



He is communicating with the audience, not to the audience. He is focusing on being a thought leader, and not just trying to sell his product. It is all about the vision and not the features of the product.

THE FACE OF THE COMPANY

He is at the forefront of the community. He builds and nurtures trust and brand loyalty among the target audience. It is not just about communicating with people; it is about being one of them.



EYES ON THE PRIZE

His eyes are always focused on the primary objective. He implements the well-thought strategies and measures success effectively. He is focused on the outcome but does not try to lock every action to statistics and impressions.

IDEAS WITH LEGS



He has sound knowledge of technology and how different tools work. He can implement innovative ideas creatively with the help of these tools.

PEOPLE AT HEART

He builds a relationship with people and understands their needs. He always strives to create value for the customers.



OPEN EARS

He always keeps his ears open to hear about customer sentiment. He always uses real-time analytics to gain actionable insights to develop data-driven strategies.



GETTING HIS HANDS DIRTY

He is crafty and resourceful. Knowing where to get information and get things done is his greatest asset. He loves to experiment, iterates in public and makes improvements through constant testing.

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THE ANATOMY OF THE MODERN MARKETER

