
Building an Effective Center of Excellence Team to Support Your Data and Content Needs

By Russ Dieringer // December 22, 2022 //

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The digital shelf is the collection of diverse and rapidly evolving digital touchpoints used by shoppers to engage with brands and discover, research, and purchase products.

This means the value of your product content stretches beyond the PDP, to retail media, in-store kiosks, shopper marketing campaigns, and more.

A comprehensive team and strategy around your product content data is critical to maximize the impact of these digital touchpoints, yet difficult to get right inside consumer brand organizations.

A Center of Excellence team can help.

Join Claire McBride along with guest presenter Jonathan Maier to walk through what an effective Center of Excellence team looks like to support data and content needs in today's robust retail landscape – from production to measurement, across digital platforms, and across global markets.

This session is designed for intermediate to advanced eCommerce practitioners with a particular focus on product content and the data that feeds into it.

Presenter: Jonathan Maier, Director of Strategic Programs, Salsify

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[Replay & Recap Here](#)
