



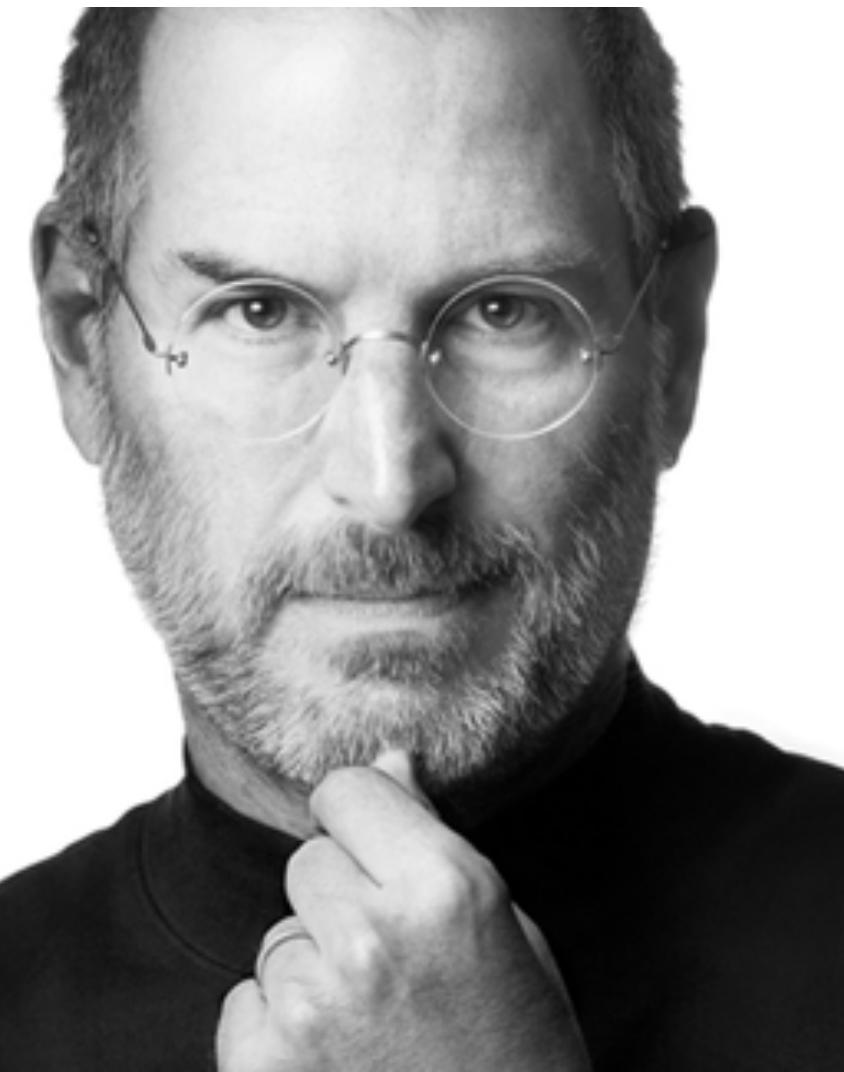
DIGITAL TRANSFORMATION

STEVE AXE
NOMAD FOODS
CHIEF MARKETING OFFICER



**IN THE
BEGINNING...**

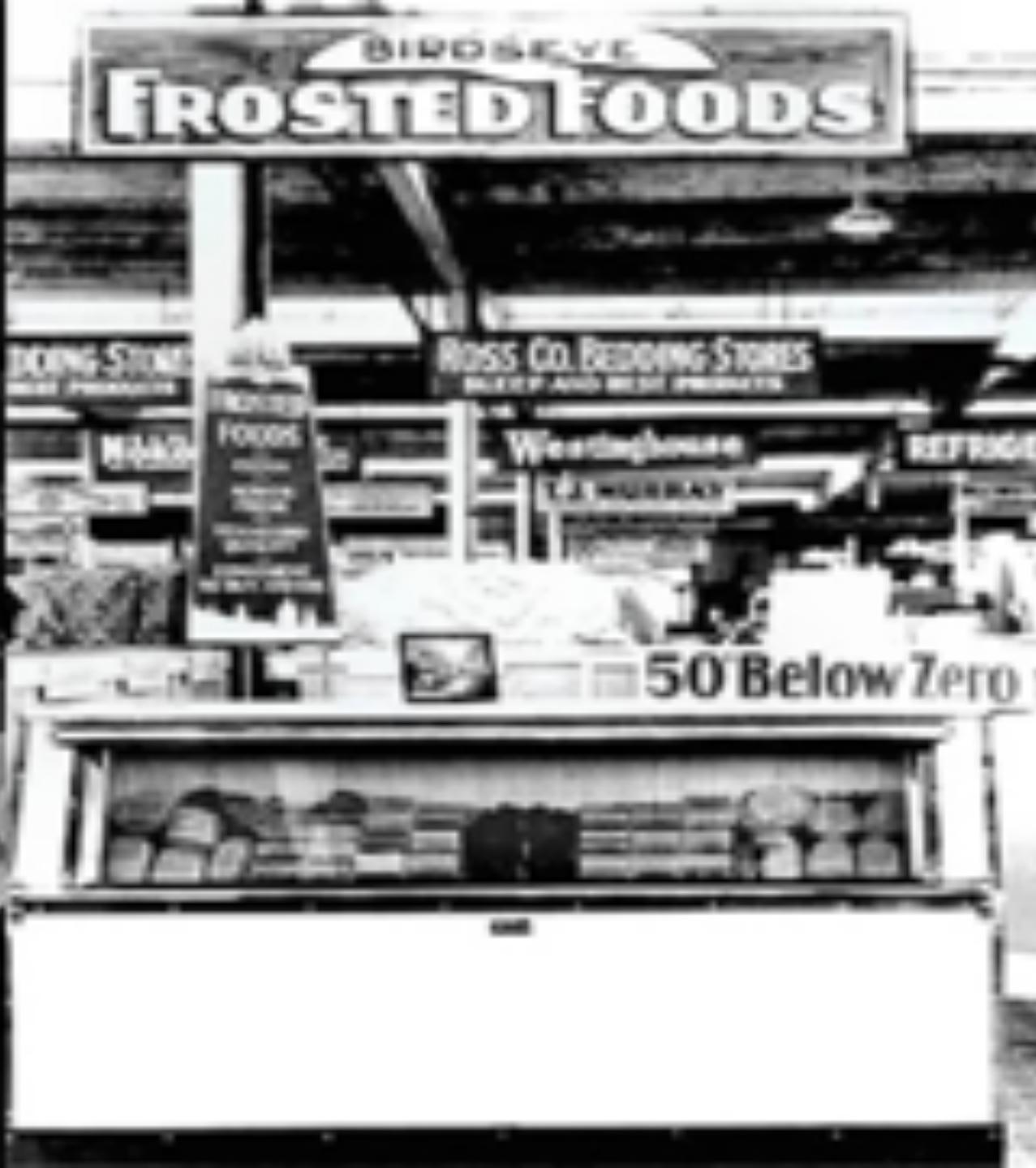
IN THE BEGINNING...





**“I AM BEST DESCRIBED AS JUST A GUY
WITH A VERY LARGE BUMP OF CURIOSITY
AND A GAMBLING INSTINCT.”**

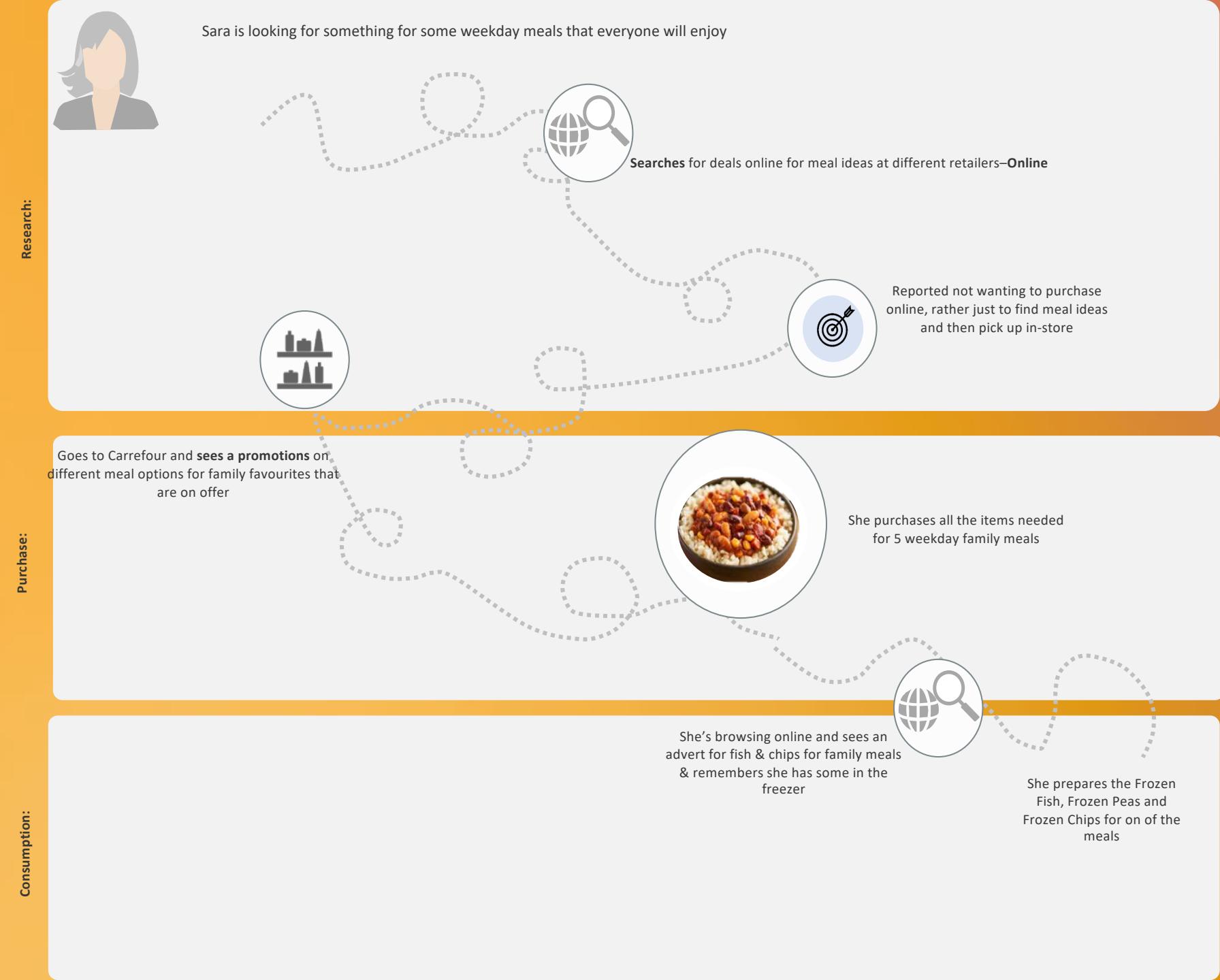
CLARENCE BIRDSEYE







TARGETTING CONSUMERS WITH SPECIFIC MESSAGES WHERE IT MATTERS MOST- AT SCALE



30%

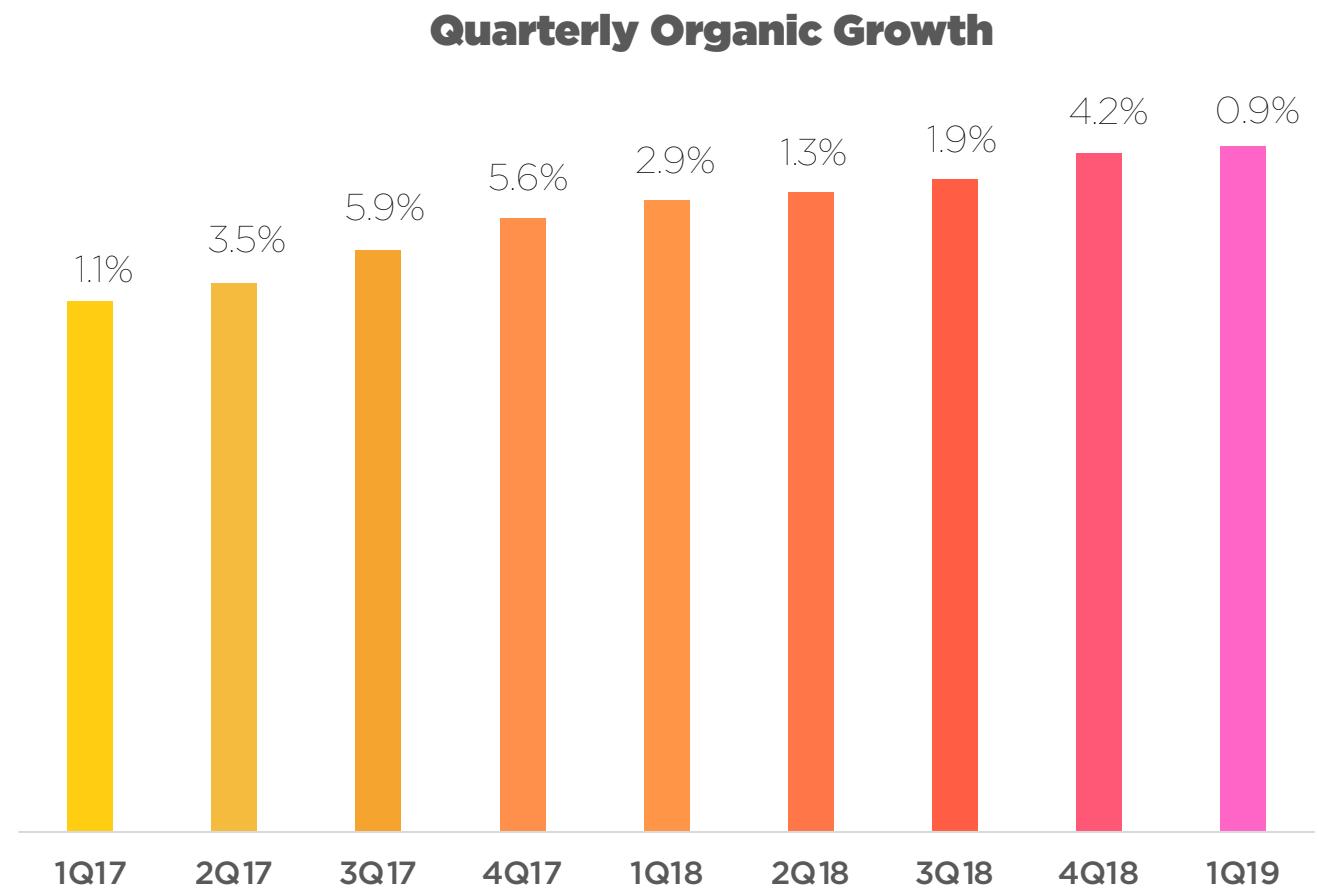
**OF OUR SPEND
IS IN DIGITAL**

FROM 0% IN 2014

NOMAD FOODS

9TH QUARTER OF CONSECUTIVE GROWTH

2.6% ORGANIC GROWTH



**CONSISTENT
DELIVERY OF
RESULTS
LEADS TO TOP
QUARTILE
TOTAL
SHAREHOLDER
RETURN**

NOMAD FOODS SHARE PRICE



DIGITAL TRANSFORMATION





“GLOBALLY, OF THE \$1.3 TRILLION SPENT ON DIGITAL TRANSFORMATION IN 2018, \$900 BILLION WENT TO WASTE!!”

REFERENCE: HARVARD BUSINESS REVIEW – DIGITAL TRANSFORMATION IS NOT ABOUT TECHNOLOGY

**BIRDS EYE
VIEW TW 14**

**RESEARCH SHOWS
THAT LACK OF
SENIOR EXECUTIVES
BUY-IN USED TO BE
THE PROBLEM**

NO LONGER THE CASE



Stéfan Descheemaeker
CEO Nomad Foods

PROBLEM NOW: LACK OF ENGAGEMENT OF FRONTLINE STAFF





DIGITAL TRANSFORMATION IS ABOUT PEOPLE





BELIEF



BELIEF

INSPIRE THE RIGHT CULTURE

COMMUNICATION



EMPOWERMENT



COMMUNICATE COMMUNICATE COMMUNICATE

I will effectively
communicate with others.

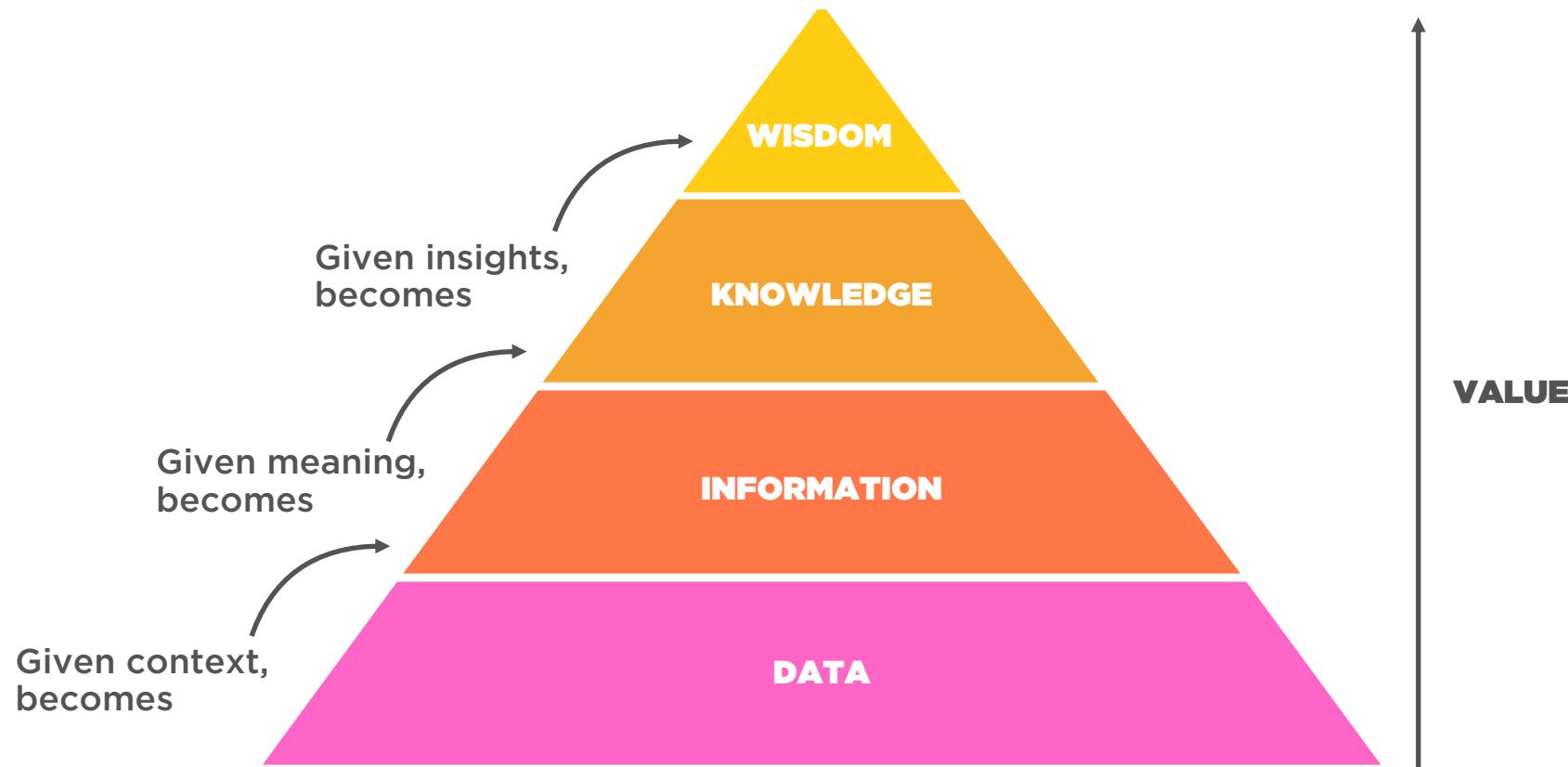
I will effectively
communicate with others.



STORYTELLING YOUR DIGITAL TRANSFORMATION



WHY STORYTELLING IMPORTANT: DIKW PYRAMID





A professional man with glasses and a suit is shown in profile, looking down at a laptop screen. He has a thoughtful expression. The background is blurred, showing an office environment.

EMPOWERMENT

**“BRING
SILICON VALLEY
START-UP
CULTURE INSIDE”**

Encourage and enable Intrapreneurship

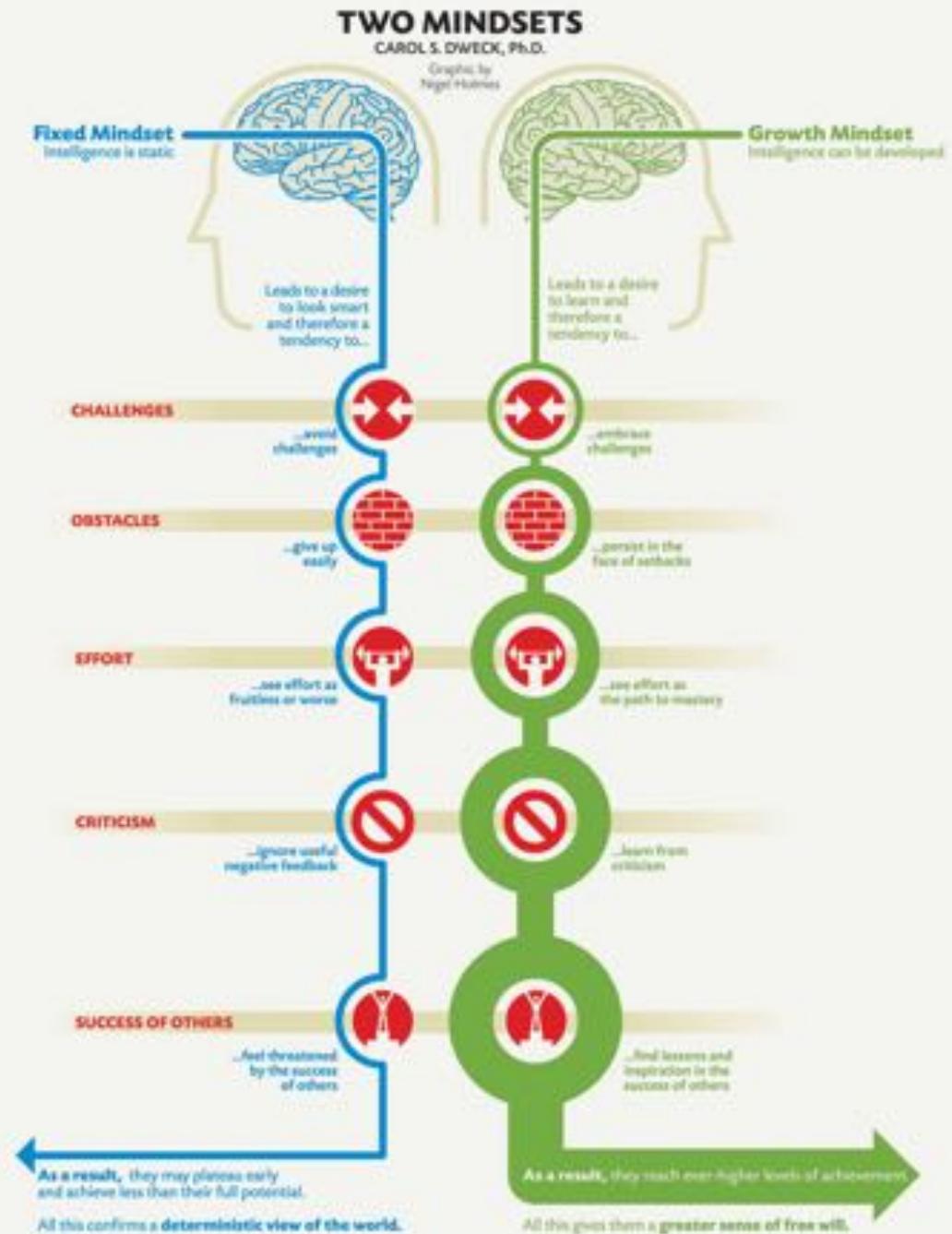
NOMAD VISION WHEEL



A person is performing a skateboard trick on a ramp. The background is a vibrant yellow with abstract pink and orange wavy patterns on the left side.

SKILLS

GROWTH MINDSET



T SHAPE EMPLOYEES

CROSS-DISCIPLINE COMPETENCE

TECHNICAL SEO

UI/UX

CONTENT

PRESS & PR

ANALYTICS

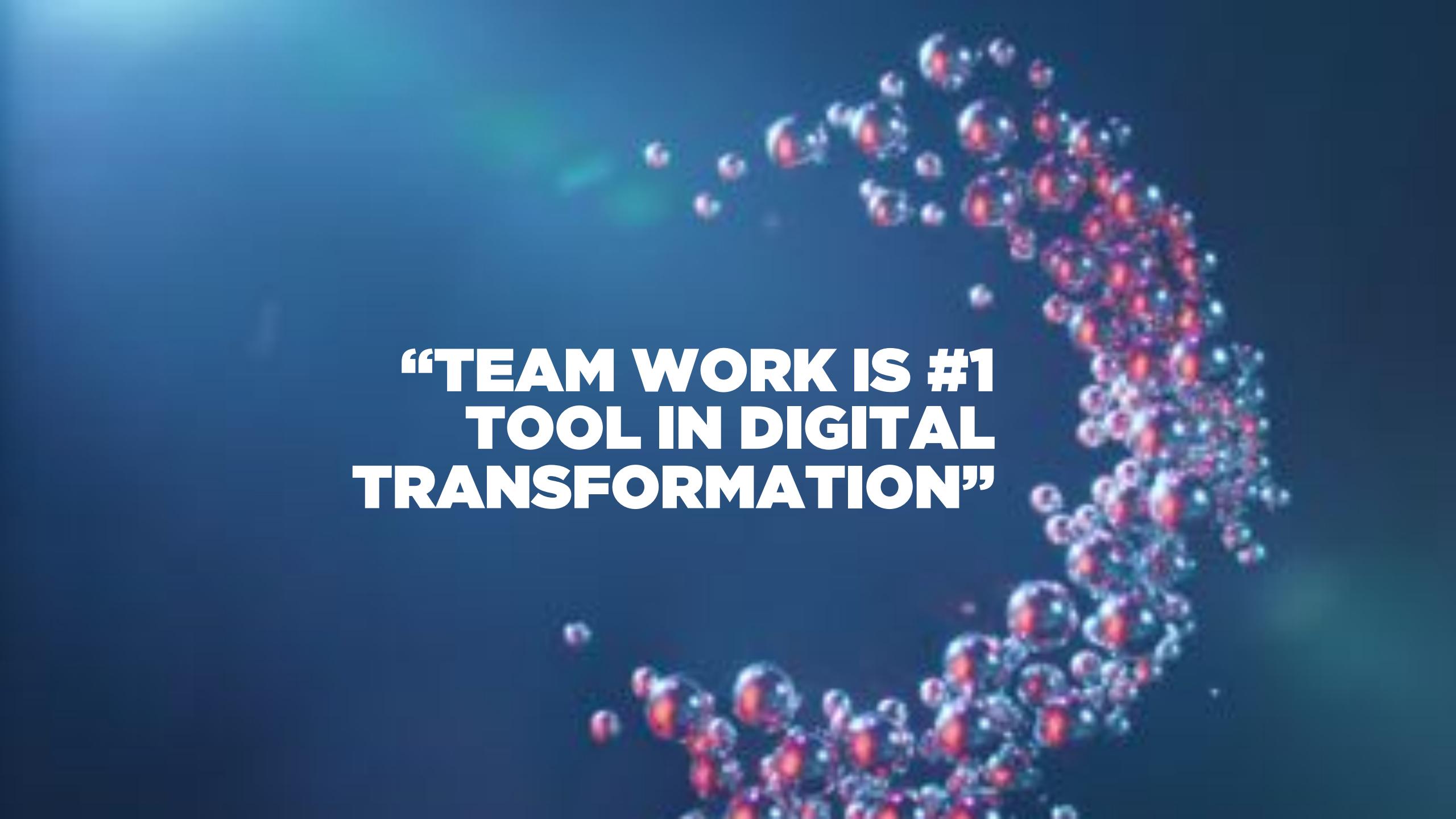
DEEP
DISCIPLINE
EXPERTISE



**2-HR
FUCK IT TIME
PER WEEK**



TOOLS

The background of the image is a dark blue gradient. It features several clusters of glowing, semi-transparent spheres in shades of red, orange, and blue, scattered across the frame. Some spheres are larger and more prominent, while others are smaller and fade into the background. The overall effect is a sense of depth and motion, resembling a microscopic view of a complex system or a digital landscape.

**“TEAM WORK IS #1
TOOL IN DIGITAL
TRANSFORMATION”**

NOMAD SQUADS



Squadmaster



Digital Manager UK



Digital Manager Europe



Digital Manager DE



Creative



Insights



Strategic Planner



Media Planner

WHAT ARE THEY?

- Small multi-disciplinary agile teams
- T-shaped with growth mindset
- Using growth marketing techniques
- Driven by a focused objective
- Autonomy to deliver and experiment

AGILITY = SPEED





AGILITY = SPEED

Surprise surprise

CMO JOB DESCRIPTION

Chief marketing officer

From Wikipedia, the free encyclopedia

A **chief marketing officer (CMO)** or **Global marketing officer** or **marketing director** is a corporate executive responsible for marketing activities in an organization. Whilst historically these titles may have signified a legal responsibility, for example at Companies House in the UK, the titles are less strict/formal in the 21st Century and allow companies to acknowledge the evolving and increasingly significant role that marketers can play in an organisation, not least because of the inherent character of successful marketers. The CMO leads **brand management**, **marketing communications** (including **advertising**, **promotions** and **public relations**), **market research**, **product management**, **distribution channel management**, **pricing**, and **customer service**.



CONTENT

LOW SELF ESTEEM

CONNECTED YET LONELY

LOW RESILIENCE



ED
FOR
AI
AGE





CMO

Chief Mentoring Officer

A Chief Mentoring Officer is THE catalyst for change in an organisation. Whilst historically linked to HR, this role is now critical for the (previously titled) Chief Marketing Officer in an organisation to take accountability for the continuous personal, team & cultural growth of the marketing digital natives in their businesses to drive innovation, creativity, & learning. They create connection and a sense of belonging for the organisation and the people within it



THANK YOU