



# MEET NEHA

## VIDEO TRANSCRIPT

My name is Neha Misra, and my title is the global CTO for marketing and commerce operations.

I make sense out of chaos in the world of technology, data, and marketing.

The word “innovation” means continuous learning to me because the domain changes so much every few years, it’s important to stay lock in step with how consumers are changing. And marketing has to follow suit. Otherwise, we tend to become non-existing, non-impactful entities collectively as marketers and brands.

I think to push marketing forward, sometimes you don’t need to do a lot of new things. Sometimes you have to revert to brilliant basics because at the end of the day, marketing means connecting with humans.

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