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# MO Martech Newsletter

## July 28, 2023 Edition

Discover the Synergy of Marketing Technology and Strategy: Explore the Latest Insights in Our Company Newsletter!

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# About US

At MO Martech, our mission is to empower marketing professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion for marketing and a desire to enhance the abilities of marketers to deliver impactful results.

## Tip of the Week

### The rise of the business-minded CMOs

Natalie Cunningham discusses why we need business minded CMOs now more than ever.

[Read full post](#)

## News & Headlines

### Why Data Will Be Key in the AI Battle

Carlos Doughty and Scott Brinker sat to discuss a range of topics, with AI being the major theme running through the discussion.

[Read full article](#)



## How to Build Trust in Marketing

In this blog post, we will explore the importance of trust in marketing, the pitfalls of prioritizing attention over trust, and how the overreliance on technology has contributed to a loss of focus on building genuine connections.

[Read full blog](#)

