

B2B Data & Analytics

Prioritizing Ethical Data, Quality, and ID Resolution for B2B Marketers

Roundtable Summary

Against a backdrop of an ever-changing Data and Privacy Landscape that puts Data Subjects rights first, the need for marketers to comply with legislation and ethically process data is paramount. Corporate Data Strategy is now aligned with Corporate Values of transparency, best practices, and respect for Data Subjects' rights. The blurring of consumer and B2B has resulted in more oversight and respect for ethical, clean practices.

This session will cover how an ethical approach to creating a clean data ecosystem, paired with quality data and ID resolution, can help marketers thrive in 2023. Join us for a discussion on the everchanging data and privacy landscape and learn how you can drive marketing success while maintaining compliance and respecting data subject rights.

Objective:

Discuss how a bottom up approach to building your B2B Data Assets with quality, compliance, and best practice can lift performance, improve r.o.i and keep your business compliant and ethical.

Key Discussion Points:

- How to keep a clean house where Data is Concerned
- Use of all available data points to help with identity resolution and extend channel reach and overall campaign performance.
- Working with your client to assure Corporate Values, Standards and Ethics are aligned.
- Embrace audits and external validation to strive for better Data quality which will in turn improve performance.

Roundtable Chairs



Brian McLeod
CXO Program and
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As Forbes' Vice President of Lead Generation Strategy and Sales, Brian works with firms to align their brand awareness and demand generation initiatives. Creator of Demand Engine, Forbes' lead generation solution, Brian helps marketers curate content experiences that drive marketing and sales pipelines.

Karie is a multi-national data and privacy leader with 20+ years of experience driving B2B growth with data-driven solutions and technology. She champions global data privacy and compliance to strengthen and optimize B2B marketing around the world with specialization in GDPR/Global Privacy, marketing to Asia, ABM, intent data and digital audience solutions.