

Episode 2 Takeout

How to Market to a Global Audience

Key Ideas:

01

Develop and use a strong internal network. You can't be everywhere all the time.

02

Make sure your brand has the flexibility to adapt for local markets. That is where we meet clients, win business and develop relationships.

03

You don't need everybody to agree to everything. They just need to see part of themselves somewhere.

Guest:

Alessandra
Almeida Jones

Global Chief Marketing Officer,
BCLP



Secret Sauce:

*"Empathy,
curiosity, and the
ability to build
relationships."*

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Resources & Mentions

The Cultural Map

by Erin Meyer

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