Balancing Creativity and Data: a Conversation With Lenovo’s Gerald Youngblood

> Inspiration meets innovation at Brandweek, the ultimate marketing experience. Join industry luminaries, rising talent and strategic experts in Phoenix, Arizona this September 23–26 to assess challenges, develop solutions and create new pathways for growth. Register early to save.

On this week’s episode of Marketing Vanguard, ADWEEK’s Jenny Rooney sits down with Gerald Youngblood, chief marketing officer of Lenovo North America, to explore the company’s transformation and the evolving role of marketing in the tech industry.

During the conversation, Youngblood shares his journey in the world of technology and marketing, the importance of balancing creativity with data-driven insights, and how Lenovo aims to shape a future where technology catalyzes positive change.

Stream the new episode below and subscribe on Apple Podcasts or find it on Spotify.

Recommended articles
https://www.adweek.com/brand-marketing/balancing-creativity-and-data-a-conversation-with-lenovos-gerald-youngblood/