Budding CMOs Must Leave Space for Magic, Says Uber’s Shivram Vaideeswaran

Despite the fact that there’s so much more to great marketing than magic, Uber’s global head of brand Shivram Vaideeswaran believes it’s a pretty valuable quality for a leader to inspire. “In a world that is constantly evolving every day,” he said early on in his session for Social Media Week’s Road to CMO panel, “we’ve had great leaders who give us the space to do magical things.”

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