D&I Summit: Elevating Diverse Voices

|
2 hours ago
“Tell the stories of underrepresented communities. … You cannot be what you cannot see,” said Stephanie Buscemi, CMO of Salesforce, in discussion with Tariq Hassan, CMO of Petco, at the virtual D&I Summit. Buscemi offered her perspective and the shared value of her organization of embracing, adopting and upholding diversity and inclusion in everything they do. This applies equally on the inside as it does on the outside, and it’s why the company has invested in educating other marketers for free on how to do inclusive marketing.

In addition to education, Salesforce is modeling how it supports its massive community of trailblazers and showcasing diversity to tell more unheard and unseen stories. Don’t miss Buscemi’s three action items below and watch the video to hear more about how she and the Salesforce team are prioritizing D&I inside and out.

https://www.adweek.com/brand-marketing/di-summit-elevating-diverse-voices/