



Getting to know our Growth Ambassadors: Data and Digital Customer Experience with Jason Drury



Drury, Jason (TR Marketing)
Manager, Digital Strategy

Tell us about your background. What is your role at TR? ⇄

I work in the relatively new Digital Activation group within marketing. We provide data insights and decision support to marketing leadership.

I have held roles in technology, enterprise sales, product management, and digital marketing. I have always had one foot in technology and one foot in business. I am frequently thankful for this diversity in my background, and I encourage people to seek out big career changes that lead to personal growth.

Tell me about the life of a growth ambassador. What are some of your roles and responsibilities?

To me, the primary responsibility is engagement. The Strategy team is working hard to make the growth plan digestible to all our internal stakeholders (that means everyone!). Growth ambassadors listen, provide feedback, and help refine that communication. More importantly, growth ambassadors look for ways to reference the growth plan to others when making decisions within our daily work.

Can you explain how your work aligns with the growth strategy?

That is easy!

Our growth plan calls out **Artificial Intelligence** as an **accelerator**. My team is piloting a program using AI/ML to understand and react to the digital behaviors of web visitors on our websites prior to desirable actions like form fills.

Another key **enabler** of our growth plan is **data**. Our team is working to accelerate the capabilities provided by our Customer Data Platform (CDP). CDP will continue to help us add relevance to the digital customer experience we present to people in our commercial markets. Did I mention that **digital customer experience** is a key **enabler** within the growth plan?

It gets easy to picture yourself sitting in the middle of the **growth plan graphic**.

What is one area of the growth strategy you are passionate about?

Another easy one. As I shared, I am going to highlight two Growth Plan enablers that exist together: **Digital Customer experience** and **Data**. TR's future as a technology-enabled content company will require us to broaden our definition of customer to include the interactions from our millions of solution users. User-level interaction data, both inside and outside of products, is the fuel used to power a modern **digital customer experience**. We can only deliver against user expectations if we can master how to store, surface, and activate user engagement data across all our professional's interactions with TR.

What do you like to do during your time away?

I enjoy traveling with my family. We live in the United States and visited Europe for 2.5 weeks this summer. Sorry Europe, we ate all your bread during our visit.



I also play the drum set and so does my teenage son. Among my wife's many talents is the ability to tune out the constant noise...I mean music.