



Marketing at Caterpillar

Ashley-Brooke Winger

Erin Murphy

Erin Murphy

CISD Technical Marketing Consultant

- *Seals, Tubes & Hardware*
- *Electronics*
- *Self Service Options*
- *Upgrade Kits*



PROFESSIONAL INFORMATION

Caterpillar

- MTC022
- Service Operations
- Preventive Maintenance Products Marketing
- Mining Visit Coordinator

External

- Board of Education



TOP 5 SF34 STRENGTHS

- Harmony
- Analytical
- Responsibility
- Individualization
- Learner



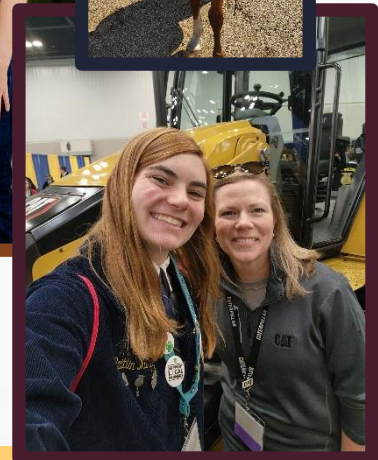
PERSONAL

- Husband – Rob
- Daughters – Caitlin (18) and Kinzie (14)
- Cats – Eclipse and Mocha
- Dog – Sven
- Horses – Maverick, Dually, and Johnny
- University of Illinois at Urbana-Champaign
 - BS - Agribusiness, Farm, and Financial Management



JUST FOR FUN

- Boating
- FFA Alumni
- Driving my kids to all their activities



Ashley-Brooke Winger

BCP Marketing Consultant

- *Compact Equipment National Awareness*
- *Marketing Automation*
- *CX Management*
- *Retail Marketing Lead*



PROFESSIONAL INFORMATION

Caterpillar

- NA Marketing Consultant

External

- Pharmaceutical Marketing
- Heavy Machinery Marketing
- Automotive Advertising
- Automotive Aftermarket marketing



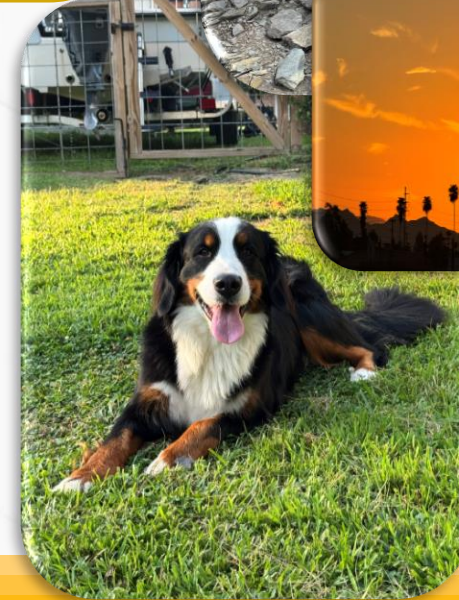
JUST FOR FUN

- Yoga
- Skiing
- House Plant Lover
- Boating/Fishing
- Camping
- Treehouse Building
- FFA Alumni



PERSONAL

- Husband – Jacob
- Dog – Tuna
- Yoga Teacher
- University of North Carolina – Wilmington
- High Point University
 - BA – Marketing Communications \
 - Minor – Journalism



MARKETING OVERVIEW

OVER 700 EMPLOYEES

ACROSS 27 DIVISIONS

8 SUB FUNCTIONS

SUB FUNCTIONS

1. Customer Experience
2. Event Marketing
3. Industrial Design
4. Marketing Communications
5. Marketing Management & Strategy
6. Marketing Technology & Data Management
7. Research & Insights
8. Technical Marketing

MARKETING JOB ROLES

EVENT MARKETING

- Event Coordinator (124F, R149, R588)
- Event Consultant (F901)
- Manager Event Marketing (F903)
- Event Consultant (R511)

MARKETING COMMUNICATIONS

- Creative Coordinator (R521, R522)
- Marketing Communications Coordinator (R502)
- Marketing Communications Specialist (R512)
- Creative Specialist (R242)
- Creative Consultant (R517)
- Marketing Communications Consultant (R545)
- Marketing Coordinator (R427)

MARKETING MANAGEMENT & STRATEGY

- Marketing Coordinator (R427)
- Marketing Consultant (R150)

RESEARCH & INSIGHTS

- Market Research Specialist (R008, R007)
- Market Research Consultant (R204)

MARKETING TECHNOLOGY & DATA MANAGEMENT

- Marketing Technology & Data Specialist (R570, R571)
- Marketing Technology & Data Consultant (R572)

TECHNICAL MARKETING

- Technical Marketing Consultant (R579)

SGs 19 - 22

CUSTOMER EXPERIENCE

- Senior Customer Experience Consultant (RD30, RD31)
- Manager Customer Experience (RZ91)

EVENT MARKETING

- Event Consultant (R101)
- Senior Event Consultant (RB34)
- Manager Event Marketing (R523, RB01, RC46, RD29)

INDUSTRIAL DESIGN

- Senior Industrial Designer (K957)
- Senior Industrial Design Consultant (KZ08)

MARKETING COMMUNICATIONS

- Marketing Communications Consultant (R217)
- Creative Consultant (R587)
- Senior Marketing Communications Consultant (RB48)
- Manager Marketing Communications (RD21, RA08, RD13)

MARKETING MANAGEMENT & STRATEGY

- Marketing Consultant (R103)
- Senior Marketing Consultant (RB85, RB50)
- Manager Marketing (RA35, RG06, RY93)

SGs 23 - 26

MARKETING TECHNOLOGY & DATA MANAGEMENT

- Marketing Technology & Data Consultant (R573)
- Senior Marketing Technology & Data Consultant (RD32, RD33)
- Manager Marketing Technology & Data (RD23, RD24)

RESEARCH & INSIGHTS

- Market Research Consultant (R110)
- Senior Market Research Consultant (RG31)

TECHNICAL MARKETING

- Technical Marketing Consultant (R578)
- Senior Technical Marketing Consultant (RD15)
- Manager Technical Marketing (RD16)

INDUSTRIAL DESIGN

- Senior Manager Industrial Design (KA89)

MARKETING MANAGEMENT & STRATEGY

- Senior Manager Marketing (RY94)
- Director Marketing (RF18, RY96)
- Vice President Marketing (RB70)

SGs 27+

WHAT IS MARKETING COMMUNICATIONS?

Overview

Expertise in developing the strategy and implementation of channel optimization and activation, digital marketing, brand marketing, sponsorship, campaign development and management, social media, and public relations.

Knowledge of different promotional and marketing communication techniques; ability to use different channels and tools in combination to focus on how Caterpillar communicates a message to the market.

Commercial & Functional Skills

- Creativity
- Strategic Thinking
- Vendor/Supplier Management
- Collaborating
- Project Management
- Data Gathering & Analysis
- Digital Marketing
- Value Selling
- Technical Writing

Related FFA Activities

- Ag Communications
- Ag Sales
- Marketing Plan
- Public Speaking
- Reporter

Thank you!