ALIGNING TECHNOLOGY AND MARKETING: INFLUENCING FUTURE CAREER OPTIONS
Presented by
Uni Rosales Yost
CEO & Founder
My Journey
Who is GoAskJay?

We love sharing our story...

We are a technology and marketing company that uses artificial intelligence to match products to the customer, and great humans to give those customers the experience they deserve.

We are an on-demand insurance and financial marketplace tailored for any stage of life for an individual or business. Essentially we take the guesswork out of covering life's risks and protection.

We are a happy team with a culture of mutual respect, trust and empowerment. Everyone, no matter the position, has the opportunity to share their opinion, offer suggestions and lead with purpose.

GoAskJay
Technology + Marketing = Perfect Pairing!

GoAskJay
Technology & Marketing

- Customer Engagement
- Data Collection
- Data Analysis/Delivery
- Customer Experience
- UI/UX Design
- Other
2018-2028

Marketing Growth 8%
Technology Growth 12%
Growth In Marketing

Growth Marketing is the blending of marketing, product, and engineering using KPI's that align leads, signups, new users, downloads, etc.

Types Of Marketing

• Brand
• Digital
• Social Media
• Analytical
• Inbound/Outbound
• Content
• Email
Figure 1: Marketing Budgets By Industry
Marketing accounts for what percentage of your overall budget?

- Consumer Packaged Goods: 24%
- Consumer Services: 15%
- Tech Software/Biotech: 15%
- Communications/Media: 13%
- Mining/Construction: 13%
- Service Consulting: 12%
- Education: 11%
- Healthcare/Pharmaceuticals: 10%
- Retail Wholesale: 10%
- Banking/Finance/Insurance: 8%
- Transportation: 8%
- Manufacturing: 8%
- Energy: 4%

Source: The CMO Survey and Deloitte Digital
Technology

Technology sector is growing and in demand.

The top techs in demand are:

• Business Analyst
• Cyber Security
• Data Analysts
• Data Scientist
• Database Admin/Analysts
• Hardware/Software Engineer
• IT Consultant/Manager
• Network Admin/Engineer
• Software Developer/UI UX
• Many More
Tech Employment

Tech Employment: a Major Contributor to Job Growth in the U.S. Economy

11.6 million in 2018
U.S. NET Tech Employment

+1.6m
jobs added


Source: CompTIA | U.S. Bureau of Labor Statistics | BLS

Key Tech Employment Growth Drivers

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2010-2018 change</th>
<th>2010-2018 % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers, Applications</td>
<td>+386,500</td>
<td>+76%</td>
</tr>
<tr>
<td>IT Support Specialists</td>
<td>+190,200</td>
<td>+43%</td>
</tr>
<tr>
<td>Tech Occupations, Other*</td>
<td>+138,900</td>
<td>+69%</td>
</tr>
<tr>
<td>Systems Analysts</td>
<td>+90,000</td>
<td>+17%</td>
</tr>
<tr>
<td>CIOs / IT Managers</td>
<td>+82,900</td>
<td>+28%</td>
</tr>
<tr>
<td>Industrial Engineers</td>
<td>+69,800</td>
<td>+34%</td>
</tr>
<tr>
<td>Mechanical Engineers</td>
<td>+64,800</td>
<td>+27%</td>
</tr>
<tr>
<td>Web Developers</td>
<td>+58,800</td>
<td>+56%</td>
</tr>
<tr>
<td>Cybersecurity Analysts</td>
<td>+52,500</td>
<td>+91%</td>
</tr>
<tr>
<td>Network Architects</td>
<td>+50,800</td>
<td>+45%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,185,600</td>
<td>44%</td>
</tr>
</tbody>
</table>

*Includes positions such as video game designer, BI analyst, IT project manager, etc.
Source: CompTIA | U.S. Bureau of Labor Statistics | BLS
Excludes U.S. military, only.
Emerging Tech Categories Driving Revenue Growth

Estimated contribution of new global tech spending during the 2017–2022 time period | Source: IDC

50%

Percent of new tech sector revenue growth attributed to emtech categories during 2017-2022.

**KEY EMTECH GROWTH DRIVERS**
- IoT software
- IoT hardware
- SaaS + PaaS
- IoT connectivity
- Robotics/drones
- AR/VR
- AI platforms/applications
- Big data/analytics
- Enterprise social software
- Next gen security

<table>
<thead>
<tr>
<th>Category</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech services</td>
<td>+22%</td>
</tr>
<tr>
<td>Hardware</td>
<td>+19%</td>
</tr>
<tr>
<td>Telecom services</td>
<td>+7%</td>
</tr>
<tr>
<td>Software</td>
<td>+44%</td>
</tr>
<tr>
<td>Emerging tech</td>
<td>+109%</td>
</tr>
</tbody>
</table>

GoAskJay
Artificial Intelligence & Marketing

- CRM & Customer Engagement
- Connected Devices
- Internet of Things (IOT)
"Opportunities don't happen. You create them."

-- Chris Grosser.