



JOSEPHINE
CHOW

INFLUENCE-SOLUTIONS.COM

Meet Josephine Chow: Your Business Transformation Partner

Josephine Chow, in her role as the Chief Marketing Officer at Influence Solutions, leads the capability arm for business transformation and customer-centricity. She is dedicated to empowering organisations to thrive through talent development and strategic marketing initiatives.

Josephine's focus lies in enhancing business acumen and service leadership, drawing deep expertise from her senior leadership roles in the highly competitive retail sector.

With an extensive track record spanning over 25 years of experience in P&L management, brand marketing, CRM, commercial initiatives, digital transformation, omni-channel strategies, and sales & retail operations, Josephine brings a wealth of expertise to drive impactful results.



DATA STRATEGY ARCHITECT

Throughout her career, Josephine has consistently delivered outstanding results by implementing data-driven strategies rooted in comprehensive data organization, integration, and analysis. Her strategic mindset and deep understanding of commercial drivers have been instrumental in achieving successful outcomes for numerous businesses.



RETAIL TALENT DEVELOPMENT SPECIALIST

In her role at Influence Solutions, Josephine curates programmes aimed at developing talent in business acumen and commercial skills specifically tailored for the retail sector. Leveraging her experience and insights, she designs comprehensive training modules to empower professionals with the skills and knowledge needed to thrive in today's competitive retail landscape.



MARTECH SOLUTIONS INNOVATOR

Josephine is also the founder of Connecteur, a boutique Martech Agency. Leveraging data analytics and advanced digital technology, Connecteur empowers businesses to thrive by assisting brands in connecting with customers and achieving their marketing objectives and goals.



AREAS OF EXPERTISE:

- Business Transformation
- Marketing Strategy
- CRM Strategy
- P&L Management
- Brand Marketing
- Commercial Initiatives
- Business Acumen
- Digital Transformation
- Omni-channel Strategy
- Sales & Retail Operations
- Retail Talent Development
- Marketing Technology
- Data Analytics- transforming data into impactful insights & crafting compelling narratives

With her extensive experience and proven track record of success in senior leadership and general management roles, Josephine Chow is dedicated to driving business growth and nurturing talent across industries.

JOSEPHINE CHOW

DISCOVER JOSEPHINE CHOW, YOUR CATALYST FOR RETAIL GROWTH. WITH PROVEN EXPERTISE, SHE ELEVATES PERFORMANCE AND FOSTERS DATA-DRIVEN CULTURES. CONNECT TODAY FOR ENHANCED BUSINESS ACUMEN.



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