

The Year in Podcasts: Critical Challenges for Marketers

A series of five conversations with top marketers from around the world

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In this five-part series, eMarketer co-founder Geoff Ramsey sits down with top marketers around the world to discuss the the most daunting challenges they face, and how they are addressing those challenges.

Part 1: Digital Transformation

Part 2: Millennials

Part 3: Emerging Platforms

Part 4: "The Customer"

Part 5: Brand Safety

eMarketer extends thanks to our guests for their time and insight: Paul Woolmington, Andrew Sugerman, Ronalee Zarate-Bayani, Shenda Loughnane, Barry Lowenthal and Swan Sit.

