

Marketing Today, U.S.: Cognizant's SVP & Global Head, Cognizant Interactive Discusses the Shift from Marketing to Experience



"You really need people who can do experience design," says, **Donna Tuths**. "These are people who are thinking across touchpoints. They're thinking across physical and digital and they're thinking a lot about people."

Excerpts from Marketing Today's interview:

"During the Adobe Summit, Alan had the opportunity to sit down with Donna Tuths, SVP and Global Head of Cognizant Interactive. Equal parts disruptor, pioneer and, innovator, Tuths also spent time at Accenture, Ogilvy & Mather, Organic, and Y&R Wunderman prior to her arrival at Cognizant.

During her conversation with Alan, Tuths talks about her focus on helping clients make the shift from marketing to experience as part of her role in driving solutions at Cognizant Interactive. They also discuss the changing face of creativity, her company's focus on strategy and design, and why Cognizant Interactive found itself making movies on location at the Summit along with their content experts, Mustache."

Click [here](#) to read more.

<https://news.cognizant.com/2019-04-12-Donna-Tuths-Discusses-the-Shift-from-Marketing-to-Experience>