



# Connected Podcast 80 – Dafydd Woodward, GroupM Global Lead on Influencer, Content & Amplification

MARKETING TRANSFORMATION UK

10 OCT 2019

Chief Transformation Officer, Sue Unerman and Digital Director, Andrew Spurrier-Dawes this week speak to Dafydd Woodward, GroupM Global Lead on Influencer, Content & Amplification, on the myths about the world of influencers and content, what we can learn from China and what content and influencer marketing will look like in 5 years.

You can listen on Soundcloud [here](#), on iTunes [here](#), on RSS feed [here](#) and on Spotify [here](#).

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