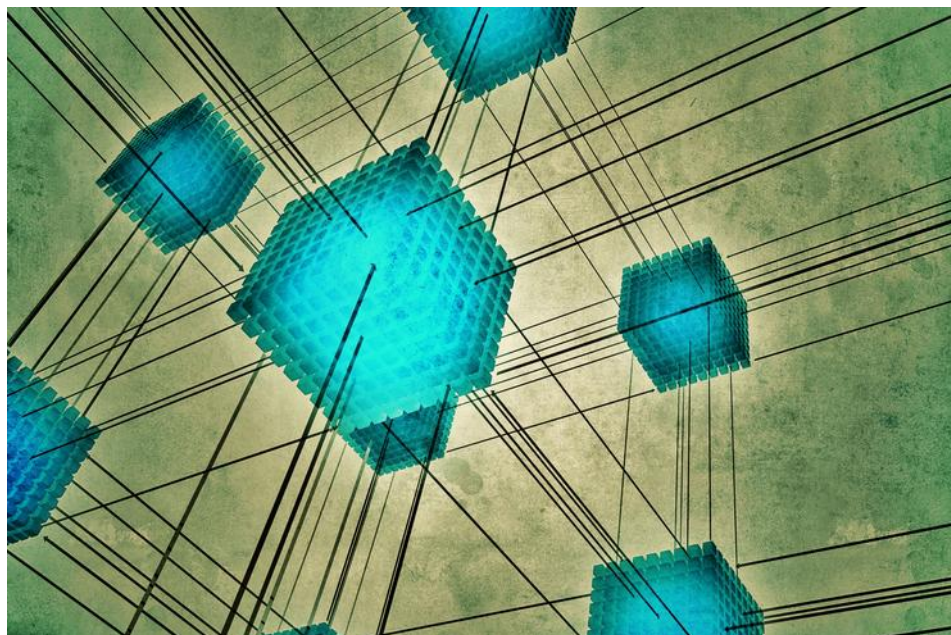


# When digital marketing meets open source

By *Roy Schestowitz*

Created 27/05/2014 - 10:16am

Submitted by Roy Schestowitz on Tuesday 27th of May 2014 10:16:42 AM Filed under [OSS](#) [1] [Drupal](#) [2]



It's a product that actually costs nothing, is up against entrenched competitors, and exists in a category that enterprises have in the past been wary of. All in all, marketing open source to marketers was probably never going to be an easy job.

So you might forgive Tom Wentworth if he was a little wary of taking up the role of chief marketing officer at Acquia. But the CMO says that when he received a message from a recruiter asking if he was interested in the position, he jumped at the chance. "I couldn't have dialled back the number faster when I saw him asking about Acquia," Wentworth says.

[3]

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