

# Scaling Marketing Operations: McKesson's Automation Journey with Workfront & Fusion

Adobe Workfront Customer Success – June 16, 2026

**Adobe**

# This session is being recorded.

Keep an eye out for a follow-up email after the event (from [csatscale@adobe.com](mailto:csatscale@adobe.com)) with a summary and links to the recording, slide deck, and more.



# Adobe Workfront Scale Customer Success Team



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Available to all customers,  
you can find or contact us:

- During our free virtual events. View the calendar of Events on Experience League. [Register now!](#)
- On Experience League. Tag us on the [Community](#)
- Send us an email at [csatscale@adobe.com](mailto:csatscale@adobe.com)
- Connect with us on LinkedIn.

# Today's Agenda

Join Chris Perez, Sr. Director of Digital Marketing, and Amanda Letbetter, Director of Operations, Marketing Services at McKesson Corporate Affairs, as they share their Workfront evolution story, from manual intake to automated processes that rank projects by complexity, align work to strategic initiatives, and dynamically assign templates and resources.

Chris and Amanda will walk through the real challenges they faced, the lessons they learned along the way, and concrete examples of the automations they built to transform their operations.

Start Time	9:00 a.m. PT/12:00 p.m. ET
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5 minutes	Welcome & Introductions
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30 minutes	Slides & Demos
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20 minutes	Q&A
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5 minutes	Wrapping Up
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End Time	10:00 a.m. PT/1:00 p.m. ET
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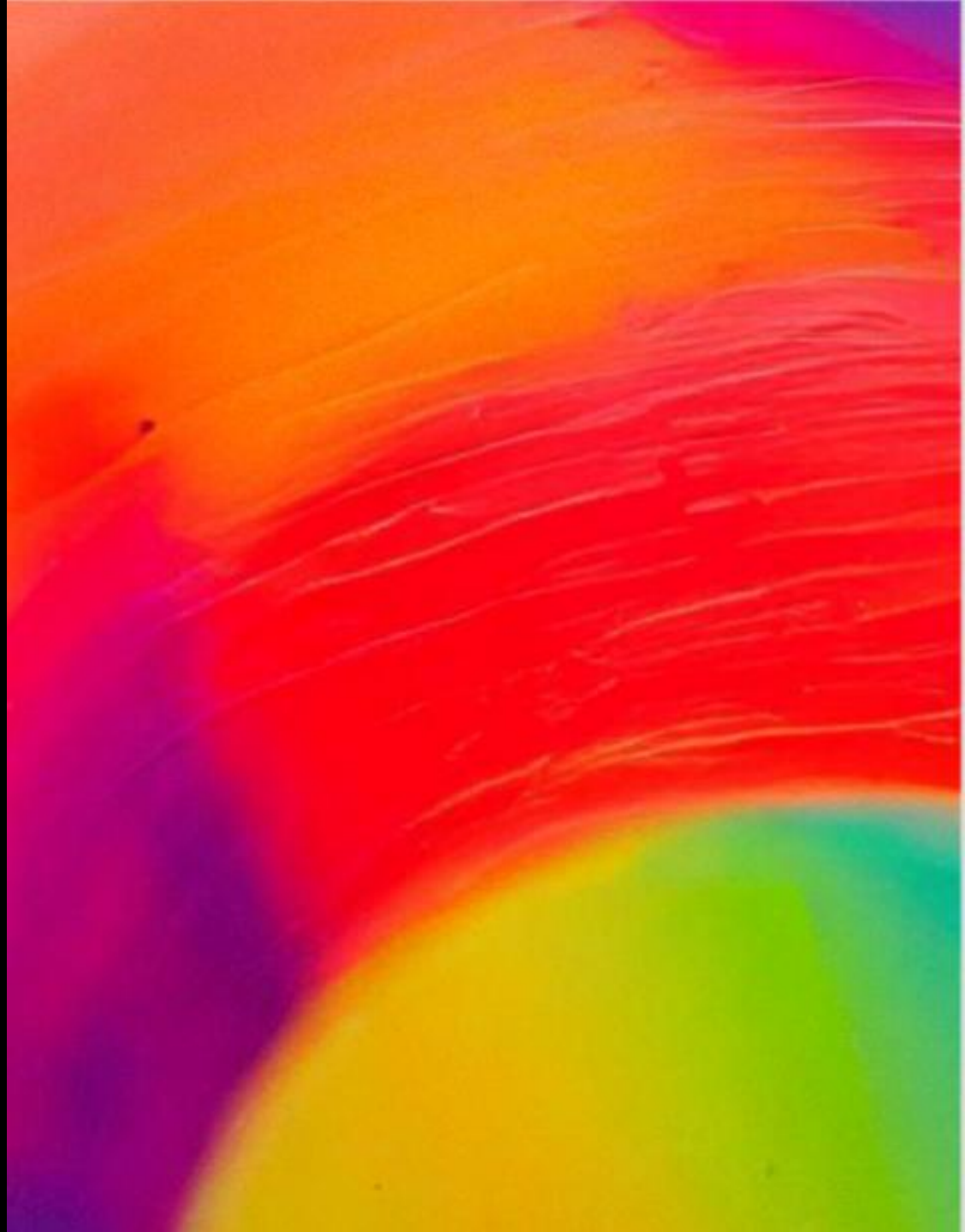
# Today's Speakers



**Chris Perez**  
Sr. Director of Digital  
Marketing



**Amanda Letbetter**  
Director of Operations



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OPEN Q&A

# Webinar Feedback


Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty are appreciated!





# RESOURCES

## On-demand event recordings:

- [Fusion Decoded Part 1: What It Is and Why Every Org Can Use It](#)
- [Fusion Decoded Part 2 – Let's Start Building](#)
- [Inside Mayo Clinic: How Workfront Fusion Helps the Humans](#)
- [Measuring What Matters - How Schneider Electric Drives Workfront Efficiency with Fusion](#)
- [The Workfront Fusion Fix: Ericsson's Smarter Way to Unlocking True Event Costs](#)
- [Making the Case for Workfront Fusion](#)
-  [\[VIDEO\] February 2024 - \[Workfront\] Expert Insights – Fusion with Ewan Hruska](#)

## Ideas!

- [The 2023 Workfront Fusion Cookbook is here!!](#)

## Hands-on Training!

- [Workfront Fusion Lab Follow-up – Take-off with Fusion! Go from 0 to Integration in 90 Minutes](#)  
[| Post-Lab Resources](#)

## Fusion Documentation!

- [Adobe Workfront Fusion product and technical documentation](#)
- [Workfront Fusion training overview](#)
- [Currently available Adobe Workfront Fusion templates](#)

# More Fusion Resources





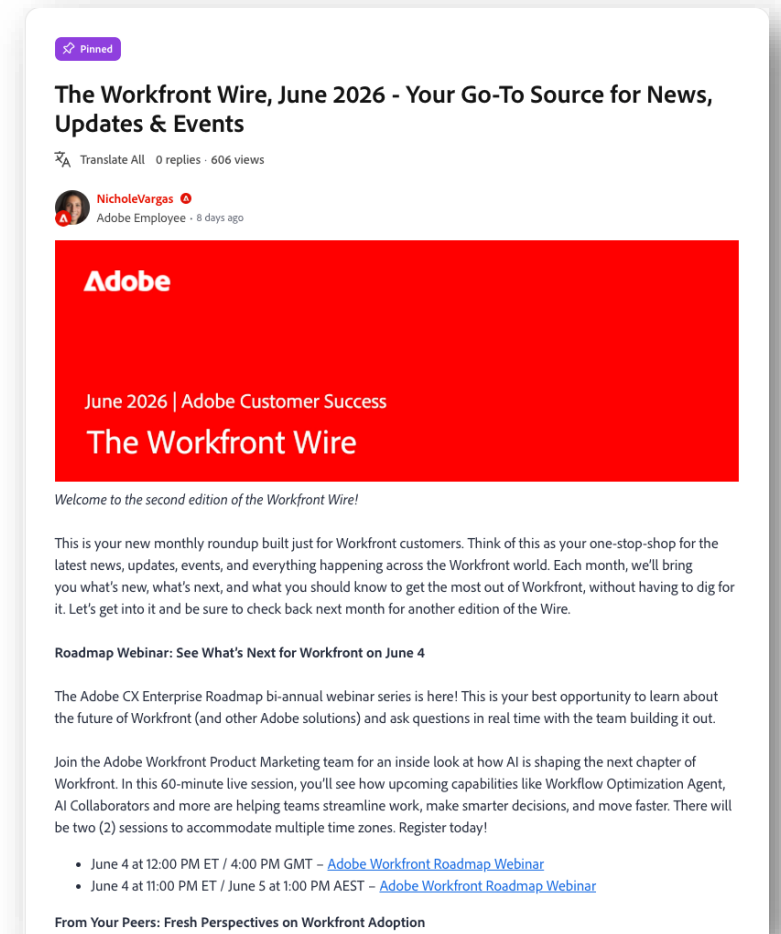
EVENTS

# Looking for more events?

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

- June 17<sup>th</sup> at 11:30 a.m. PT (until 5:30 p.m. PT) – [\[In-Person Only\] Adobe Insider Tour: Workfront in San Francisco](#)
- June 23 at 9 a.m. PT – [Nathan's Five Faves: Basic APIs for the Workfront World](#)
- June 24 at 9:00 a.m. PT – [Own Your Impact as a Workfront System Admin](#)
- July 9 at 8 a.m. PT – [Adobe Workfront Third Quarter 2026 Release Webinar](#)

# Stay Connected with the Workfront Wire

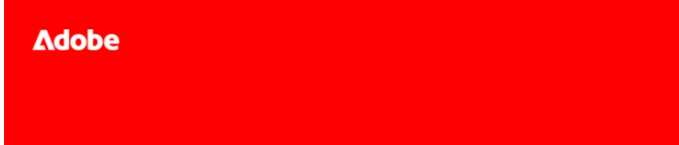


**Pinned**

## The Workfront Wire, June 2026 - Your Go-To Source for News, Updates & Events

Translate All 0 replies · 606 views

**Nichole Vargas** Adobe Employee · 8 days ago



June 2026 | Adobe Customer Success

### The Workfront Wire

Welcome to the second edition of the Workfront Wire!

This is your new monthly roundup built just for Workfront customers. Think of this as your one-stop-shop for the latest news, updates, events, and everything happening across the Workfront world. Each month, we'll bring you what's new, what's next, and what you should know to get the most out of Workfront, without having to dig for it. Let's get into it and be sure to check back next month for another edition of the Wire.

**Roadmap Webinar: See What's Next for Workfront on June 4**

The Adobe CX Enterprise Roadmap bi-annual webinar series is here! This is your best opportunity to learn about the future of Workfront (and other Adobe solutions) and ask questions in real time with the team building it out.

Join the Adobe Workfront Product Marketing team for an inside look at how AI is shaping the next chapter of Workfront. In this 60-minute live session, you'll see how upcoming capabilities like Workflow Optimization Agent, AI Collaborators and more are helping teams streamline work, make smarter decisions, and move faster. There will be two (2) sessions to accommodate multiple time zones. Register today!

- June 4 at 12:00 PM ET / 4:00 PM GMT – [Adobe Workfront Roadmap Webinar](#)
- June 4 at 11:00 PM ET / June 5 at 1:00 PM AEST – [Adobe Workfront Roadmap Webinar](#)

From Your Peers: Fresh Perspectives on Workfront Adoption

Get [the June edition](#) with the latest news, updates, and events, all in one place, no digging required.

# Calling all San Francisco Area Customers!



**Join the Adobe Workfront Insider Tour in San Francisco on June 17!**

This **free half-day event** is packed with expert insights, customer success stories, and opportunities to connect with peers and Adobe product leaders. Discover best practices and learn how to maximize value with Adobe solutions through interactive sessions and discussions.

[Reserve Your Spot Now](#)

## **What You'll Experience:**

- The latest innovations in **Adobe Workfront**.
- Practical tips and strategies from Adobe experts.
- Real-world success stories from fellow customers.
- Networking over lunch and happy hour.

# Workfront User Groups (WUGs)

[Workfront User Groups](#) (WUGs) are your chance to connect in-person and virtual with other Workfront customers!

Now accessible via the Community dropdown on Experience League, WUGs are customer-led meetups intended to help individuals succeed with using Adobe Workfront. Join your local chapter today!

**Don't see your city or region listed?** Apply to start a new chapter by emailing Julie Wilson at [juwilson@adobe.com](mailto:juwilson@adobe.com).

Community ^ Support

QUICK LINKS

- Community home
- Community Pulse Blog  
Announcements, trends, and stories from the community
- Community resources  
Guides and tips to get started
- AMAs  
Live "Ask me anything" sessions with experts
- Discussion groups  
Network online and in person by role, topic, or interest
- Adobe User Groups**  
Join global peer-led meetups
- Skill Exchange  
Events to share best practices and connect with peers

## ADOBE WORKFRONT CHAMPION OFFICE HOURS

[Join](#) 84 members [Share](#)



Join the Workfront Champions for Monthly Office Hours!

This Adobe Workfront User Group (WUG) chapter is facilitated by the Workfront Champions—an elite group of passionate and knowledgeable Adobe product experts. Through this chapter, they'll host monthly office hours designed for users of all experience levels to get answers to your toughest Workfront questions, directly from product experts.

Whether you're looking to deepen your Workfront expertise, connect with industry-leading peers, or stay ahead of the curve, the **WUG-CHAMPION OFFICE HOURS** chapter is your go-to community.

### What are Adobe Champions?

Adobe Champions are part of a prestigious, year-long program that recognizes the most innovative and influential Adobe product experts. They drive thought leadership, share best practices, and help shape the future of Adobe solutions.

## CURRENT NOAM CHAPTERS

- Boston
- Central, MO
- Chicago
- Colorado
- DC-MD-VA
- Michigan
- New York City
- Ohio
- Philadelphia
- Pittsburgh
- Southern California
- Toronto, ON
- Utah
- Minnesota

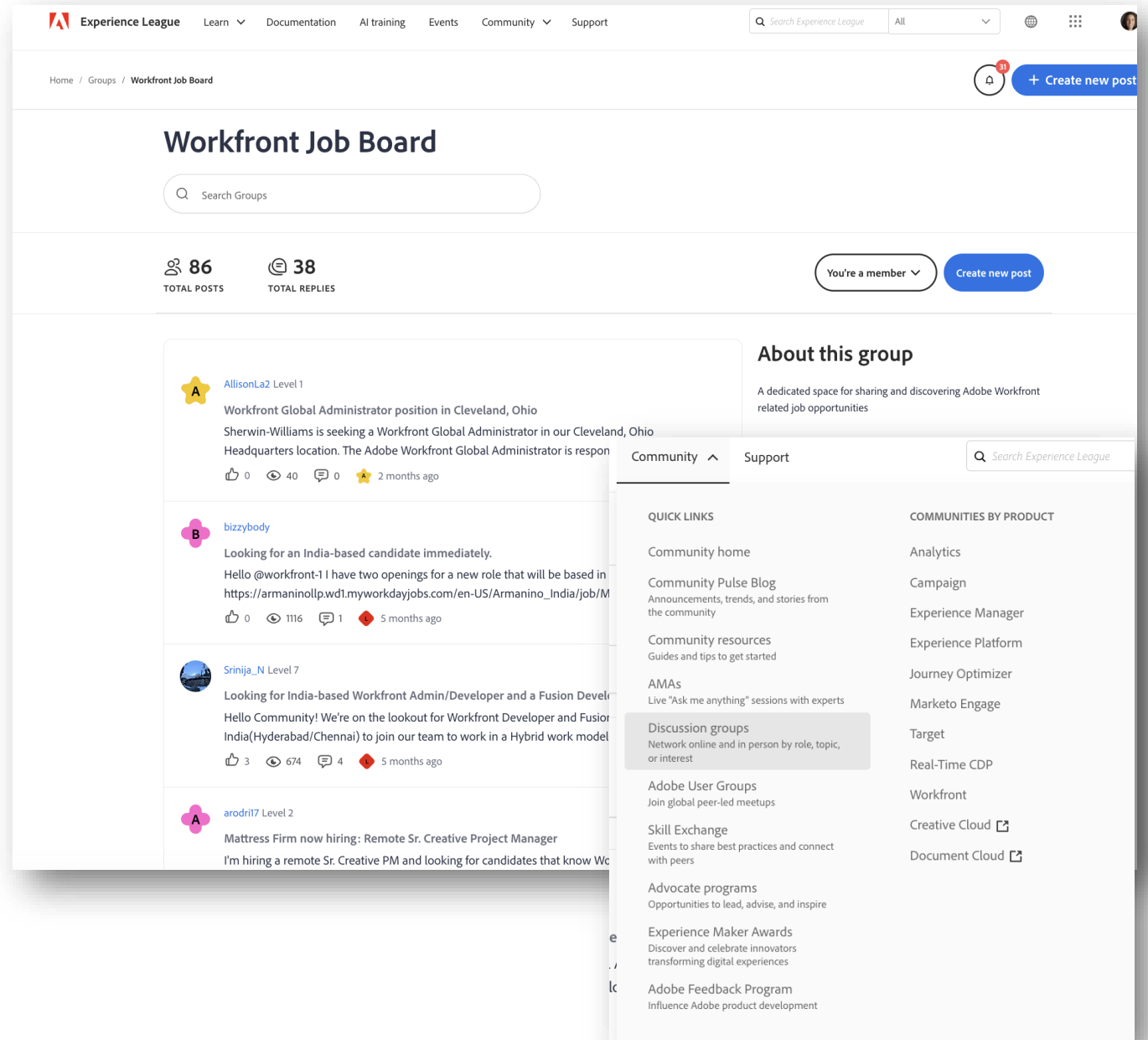
## OPEN VIRTUAL CHAPTERS

- Champion Office Hours
- Content Supply Chain

# Workfront Job Board

Did you know that the Experience League Community forum has a dedicated Discussion Group where you can post [Workfront-related job openings](#)?

- Anyone can post!
- Find qualified candidates
- Help the broader Workfront Community find their next opportunity
- Increase visibility for open roles within a targeted, skilled audience
- Strengthen connections across customers, partners, and practitioners



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