Does your CRM take you to the next level? The session shows participants how to use CRM's strategic planning and tactical development powers to better understand customers. Participants will learn how to capitalize on the tool's graphical and statistical data. Rick Mears, Senior Vice President and Chief Information Officer for Owens & Minor, will explain how O&M leveraged their sales team's CRM for maximum effectiveness in managing the sales process and optimizing client relationships. A lead sales manager will join him to demonstrate how they use CRM to provide individualized service to Owens & Minor's 4000+ customers. This session will be moderated by Thomas Mountcastle, Sales and Operations Manager with CSC Leasing Company.

As Senior Vice-President & Chief Information Officer of Owens & Minor, Inc, Rick Mears is responsible for all aspects of technology in support of Owens & Minor's business. He joined Owens & Minor in 2005. A member of the FORTUNE 500 and one of FORTUNE's “Most Admired" companies, Owens & Minor is a leading national distributor of medical and surgical supplies and a supply-chain management solutions company. Mears' career spans 30+ years in Information Technology in a variety of operational and strategic positions. During his career, Mears has served in various leadership roles in distribution, healthcare, manufacturing, telecommunications and financial services industries. He currently serves on the Board of Directors of the Global Healthcare Exchange (GHX). Mears is a graduate of the James Madison University School of Business.

Lunch will be provided. Please confirm your attendance at http://go.vcu.edu/salesforum. We ask that you register by close-of-business Monday, February 17, 2014.

More information:
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