



CRM Exclusive: A New Web Site Tailored for CRM Careers

A group of industry pundits will launch a new "online career center" at the Gartner CRM Summit later this month.

by [Colin Beasty](#)

Friday, September 07, 2007



In response to the CRM market's technological maturity and strategic importance within corporate America, three industry veterans have announced a new online forum dedicated entirely to developing the careers of CRM professionals. The Web site, myCRMCareer.com, will go live on Sept. 17, debuting as part of the first day of Gartner's CRM Summit in Hollywood, Fla.

The founders of the site are Bruce Culbert, Ted Hartley, and Paul Greenberg--all of whom are part of the management team at CRM consultancy BPT Partners, and longtime players in the CRM field. The site's development is a response to the growth of the CRM market--which Gartner predicts will reach \$7.4 billion this year--and its continually expanding scope, says Culbert, who will be chairman of the new site. (Hartley will act as CEO, and Greenberg will provide much of the site's content.) Culbert refers to myCRMCareer.com as a "career management center" to assist professionals who are struggling with the technological and business-process related problems of CRM.

myCRMCareer's Web 2.0-related technologies will enable CRM professionals to leverage user-generated content to create social networks, access expert CRM content and training materials, and search for employment opportunities. The founders decided to rely on Web 2.0 tools not only to provide an interactive forum where users can generate their own content, but to expose older generations of CRM workers to this emerging wave of technology, says Paul Greenberg, chief customer officer at BPT Partners and author of the book *CRM at the Speed of Light*. "For younger generations, Web 2.0 is something they take for granted, but that's not necessarily the case with older business professionals," he says. "This way, they're being exposed to the technology that is going to drive CRM and the way companies interact with customers for years to come."

In addition to content from CRM users and from third-party sources such as consultants, industry analysts, and publications, myCRMCareer.com will also allow vendors to provide product information on the site in a toolbar, allowing professionals to gain access to functionality, business benefits, pricing, and other product information.

The site is tailored for, and expected to attract, all levels of CRM professionals, from new CRM workers to senior executives and heads of IT, Culbert says, and will leverage dynamic search and personalized content to assist members. "We've customized the site to allow even the most experienced, or inexperienced, CRM users to come on and find content that that is relatable to their situation," he says. that is relatable to their situation," he says. is relatable to their situation," he says.