

Friday, September 14, 2007

[MySpace for Geeks. CRM Geeks, that is...](#)



Just in from today's "CRM Buyer": [Web 2.0 Portal to Link CRM Job Seekers](#)

Apparently, a group of CRM consultants ([BPT Partners](#)) has developed a site (myCRMcareer.com) that promises to help CRM professionals with career development and advancement.

"Besides employment opportunities, it will offer career management and placement services, general industry resources, exclusive content -- Greenberg is the author of "CRM At the Speed of Light" -- and Web 2.0 tools for users."

"MyCRMcareer.com's goal is to increase industry competency for the CRM professional. The integrated platform will allow CRM professionals to network with peers, much as people do on Facebook or MySpace.com, to develop their own content through such tools on the site as podcasts, audio files, blogs and videos and to showcase their own skills and accomplishments."

I personally applaud the effort, and I just might participate on the site. As a business professional (and I don't think I'm alone here), I've been struggling with how to use social sites like Facebook and MySpace to help build my business. I'm even having a hard time understanding how to maximize LinkedIn. Yes, I diligently grow my network. And, yes, it's fun to find people that I worked with eons ago, but other than that, I haven't figured out how these sites can impact my marketing consulting work. (As a side-note, if anyone has any suggestions on this, please do share.)

But this new site promises something extra, I think. First of all, it is targeted to a fairly narrow group of professionals. Some could argue that CRM could mean all things to all people, but it is much more focused than most social networking sites.

If it is widely adopted and people start to use it to share successes, discuss technology, etc, I will definitely be participating.

And, of course, it's always great to see what jobs are out there, too :)

The site will be launched next week. I'll be one of the beta members!

Posted by Suzanne Obermire at [8:59 AM](#)