Data Quality for Sales and Marketing CRM

ABSTRACT- -

Monster Worldwide has spent several years developing a CRM data strategy for Sales and Marketing that includes lead generation, matching, and reporting. Success depends largely on a centralized data quality program. Monster merges millions of rows of purchased prospect lead data with internal customer and candidate data. To maintain data quality, these merged sets are constantly assessed, refined and updated.

Monster's challenge isn't unique, but what is unique is the company's systematic approach that has led to terrific data quality results. That success is based on partnerships among Sales, Marketing, and Technology. Multiple tools including packaged, home-grown, and ad-hoc analysis utilities are required to manage data quality levels. We follow the breadcrumbs of data quality symptoms to determine the underlying issues. This approach has lead to many successful cleansing initiatives which, when combined, are the basis for our CRM Data Quality success.

BIOGRAPHY- -

Mark Goloboy
Director of Global Data Governance
Monster

Mark Goloboy manages Global Data Governance for Monster and strives to deliver accurate, complete, timely and consistent information to business decision makers. Mark joined Monster in 2007 to focus on Marketing Analytics and Technology and has led successful Global Segmentation, Marketing Dashboard and Data Acquisition programs for Monster.

Prior to joining Monster, Mark was an Engagement Manager at Harte-Hanks where he implemented large-scale Marketing focused CRM, reporting and data warehouse projects for Financial Services clients. At CBE-Ntirety, Mark launched an award winning Microsoft Services practice for SMB and Government that achieved profitability in the first year. Mark began his career as a Technology Consultant for Accenture's Resources Data Warehouse Initiative, where he quickly progressed into team lead and architect roles at clients including Bank of America, Corning and Freddie Mac.

Mark has a BS in Computer Systems and Economics from Union College in Schenectady, NY.