

# Roundtable on Trending Topics in Marketing Technology

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#ILTAG47





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As a CRM and BD Technology Consultant, Chris has helped more than 100 firms create and implement strategies to maximize adoption, value and return on technology investments. Her team of almost 100 professionals at CLIENTSFirst helps firms deal with people and process issues and focuses on:

- CRM selection, implementation, communication and rollout planning
- Outsourced data quality and CRM staffing
- eMarketing success consulting
- Client and competitive intelligence reports

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