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Bob Thompson is CEO of CustomerThink Corporation, an independent customer relationship management (CRM) research and publishing firm, and Founder of CRMGuru.com, the world's largest CRM industry portal.

Mr. Thompson specializes in CRM strategic planning and research. Since 1998, Mr. Thompson has researched the leading industry trends, including how CRM concepts can be applied to extended enterprise value networks. In January 2000 Mr. Thompson launched CRMGuru.com, which has since become the world's largest CRM industry portal, reaching 300,000 business leaders monthly through its web site and email newsletters. He is frequently published and quoted in industry publications such as *BusinessWeek*, *InformationWeek*, and *ComputerWorld* and speaks at conferences and seminars worldwide.

Throughout his career, Mr. Thompson has advised companies on the strategic use of information technology to solve business problems and gain a competitive advantage. Before starting his firm, Mr. Thompson had 15 years of experience in the IT industry, including positions as Business Unit Executive and IT Strategy Consultant at IBM. For more information, please visit www.marketingaims.com or contact Mr. Thompson by email at cod@marketingaims.com.