

Thomas W. Dinsmore

Marketing Automation and Customer Analytics Experience

Retail and Consumer Marketing

barnesandnoble.com (New York, New York)

Campaign management SME to support eCRM workbench development for an online marketer. Prepared readiness assessment for the campaign management implementation. Provided expert assistance in campaign management implementation, including solution architecture, technical architecture, data model design and Xchange requirements.

Carson Pirie Scott (Chicago, Illinois)

To support a store loyalty program, performed segmentation analysis on customer buying behavior to identify patterns of product affinity across store departments. Identified actionable segments that were used to drive program offers.

Dell Computers (Round Rock, Texas)

Developed plan for global implementation of SAS Marketing Automation, and managed implementation for US business. Led assessment team; developed plan for complex implementation based on client requirements. Negotiated consulting contract. Led onsite team through completion of Design phase. Managed successful transition.

Office Depot (Boca Raton, Florida)

Collaborated with customer IT organization to develop implementation architecture and roadmap. Organized and led assessment workshop. Provided implementation best practices to support customer team implementing solution.

Quixtar/Amway North America (Grand Rapids, Michigan)

Prepared readiness assessment for analytical CRM. Conducted workshops and interviews to define stakeholder requirements, evaluated existing data sources and CRM infrastructure, prepared and presented gap analysis, developed proposals for next steps. Worked with client team to assess key findings and develop action plan. Presented key findings and action plan to CRM executive committee.

Resort Condominiums International (Parsippany, New Jersey)

Database Marketing process lead for a comprehensive CRM Vision. Conducted research and workshops to define current Marketing organization and process; developed detailed Marketing functional requirements; prepared "fit" analysis for three campaign management tools (Siebel Marketing, SAS Campaign and Chordiant Marketing Director).

Sears Portrait Studio (St. Louis, Missouri)

Conducted analysis and developed models to predict repeat buying behavior and to identify best prospects for upsell and value added services. Identified business requirements for predictive models, assessed the quality of source data, constructed predictive models, developed scoring procedures to apply predictions to new cases, presented modeling results to marketing stakeholders, trained users in model and score interpretation.

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Customer Intelligence Project Experience
Financial Services

Sony Electronics (Park Ridge, New Jersey)

Marketing process lead for Analysis and Definition phases of a comprehensive CRM roadmap assessment. Conducted research and workshops to define current and desired Marketing processes; developed detailed Marketing functional requirements; developed configuration requirements and implementation plan for Siebel modules.

Staples (Framingham, Massachusetts)

Led cross-disciplinary team through successful Proof of Concept to replace VALEX with SAS Marketing Automation. Developed implementation and migration strategy to support customer and prospect-focused campaigns. Provided consulting and decision support to customer for technical architecture and hosting.

Toys R Us (Wayne, New Jersey)

Developed models to predict customer in-store response to catalog mailings. Identified business requirements for predictive models, assessed the quality of source data, constructed predictive models, developed scoring procedures to apply predictions to new cases, presented modeling results to marketing stakeholders, trained users in model and score interpretation.