

**Thomas W. Dinsmore**  
**Marketing Automation and Customer Analytics Experience**  
**Telecommunications and Broadband**

Aliant (Halifax, Nova Scotia, Canada)

Conducted presale assessment of client requirements and developed implementation plan for SAS Campaign Management. Provided guidance for technical architecture and hosting. Led onsite project team.

Comcast/Media One (Philadelphia, Pennsylvania)

Developed models to predict acceptance of cable/broadband internet service among existing cable service subscribers. Identified optimal segments and supporting strategy for marketing alternative cable internet service packages.

Rogers Communications (Toronto, Ontario, Canada)

Served as consulting architect and project advisor for an implementation of SAS Marketing Automation across five business units. Supported project leadership through assessment, estimating and project planning. Provided decision support to customer through roadmap phase.

Sasktel (Regina, Saskatchewan, Canada)

Managed team implementing SAS Marketing Automation to replace Xchange VALEX. Evaluated existing VALEX implementation and provided expert guidance to client concerning migration from existing platform. Led team through onsite implementation.

Sprint Global Markets (Dallas, Texas)

Served as project advisor on a project to implement SAS Marketing Automation. Set priorities for team, resolved issues, defined testing approach. Worked with project manager to achieve customer acceptance of solution.

Sprint PCS (Kansas City, Kansas)

Performed business process assessment and requirements analysis for an implementation of SAS Marketing Automation.

Verizon/GTE Long Distance (Dallas, Texas)

Developed a customer value model to drive acquisition strategy. 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.

Vodafone/Omnitel Pronto Italia (Milan, Italy)

Managed delivery of a data mining application for customer churn. Performed data asset analysis, developed preliminary segmentation, developed, tested and validated predictive models for customer churn using rapid modeling techniques. Presented results of analysis to marketing stakeholders and obtained approval for implementation. Developed scoring procedures for predictive models. Developed plan to integrate predictive models with the client's CRM infrastructure.