
Arturo F. Muñoz

“Marketing Automation Process Strategist Specializing in Guiding Companies Through Their Seas of Customer Data”

Can't see the forest for the trees? Perceptive, imaginative innovator conscious of working for a meaningful purpose helps you see the forest *by* the trees. Accomplished in formulating and implementing deliberate and successful *marketing process strategies* to explore corporate opportunities without sacrificing logic or aesthetics. Observant, intuitive, effective agent of change. A mentor.

Influential creator of a \$3.5 million customer relationship management (CRM) infrastructure that impacted direct marketing messaging effectiveness, and B2B marketing productivity.

- ❖ Unified the view of the customer within 18 months for a \$20 billion hi-tech equipment manufacturer, and within 2 months for a \$2 billion financials data publisher to drive decision-making intelligence on the employment of key sales and marketing assets, such as information on the recency, frequency and value of critical customer purchases.
- ❖ Delivered on time, on budget and within 24 weeks a marketing automation campaign, call center and leads management infrastructure for channel sales, generating ROI exceeding 1000% 6 months since launch, adding over \$1.5M in sales and a forecast of \$3.5M.

Expert senior executive with clear visions for the organization and a drive to implement ideas.

- ❖ Formulated account penetration, migration and attrition management models, by creating a collaborative, web-enabled customer analytics, measures and projections platform through the consolidation of transactional customer attributes from Sales, Marketing, Services, Operations, Financials, and eBusiness systems, plus data points integrated from primary and secondary research results.

Core Professional Strengths / Technical Skills Keywords

Marketing, Sales & Services Business Process Integration and CRM Project Management ~ eMarketing Operations and Business Analysis, Infrastructure Development and Project Management ~ Business Intelligence, Econometric & Data Modeling ~ Database Marketing, Marketing Automation, Knowledge Management, 1-to-1 Marketing, Customer Knowledge Portal ~ PowerDesigner, ERWIN ~ Oracle, Sybase, SQL Server, Quickbase ~ Business Objects, Hyperion (Brio Explorer), Oracle Discoverer, Epiphany, MS Reporting Services, Informatica Customer Relationship Analytics & Business Operations Analytics ~ Salesforce.com, BlueRoads, Engage B2B, Sales Logix, Siebel ~ Bilingual Spanish.

Professional Experience Synopsis



Sr. Database Marketing Manager

ALCATEL-LUCENT, ASG (Genesys) DIVISION, Daly City, CA
2006 – 2010

ASG develops enterprise-level voice, email, web channel routing and reporting software for Global 2000 contact centers to support customer service, orders and collections desks, telesales and workforce management operations.

Challenges: With the loss of its entire Worldwide Lead Generation group and a chaotic demand generation operation, Genesys lost its ability both to execute and track concertedly the performance of its many hundreds of global outbound campaigns.

Actions and Results:

- *Drafted the charter for a new Global Demand Creation organization and rebuilt Marketing's relationship with IT to secure support for the creation of a new Global Marketing Operations Environment as foundation to marketing automation.*
- *Envisioned and orchestrated the creation of the company's global demand creation workflow process and SaaS marketing backbone, that piloted the integration of a network of nearly 10 regional agencies and built within 3 months an infrastructure to initiate promotions, segment target lists, estimate ROI, capture responses, deliver qualified leads to Sales and track KPI's, thereby unifying the marketing activities of over 70 stakeholders distributed worldwide.*
- *Co-directed the creation of the company's global campaign brand (go.BEYOND) for 2007, leveraged for 3 years across all sales kick-off, user group events and promotional activities, and as the unifying theme for all of Genesys/ASG customer service solution offers.*

With its Thunder, Lightning and TagmaStore lines, HDS contends worldwide with EMC and IBM in the high-end RAID storage and software markets, targeting large enterprises primarily in banking and telecom. 3K employees, \$2B sales.

Challenges: After its TrueNorth strategy launch, combining an open-standards-based HiCommand systems management framework to the Lightning 9900 V storage platform, the company ached for a rapid partnership development program.

Actions and Results:

- *Conceived, forged and delivered an end-to-end global campaigns and leads management infrastructure entirely as a business process outsourced solution to distribute sales-ready leads to channel partners, enabling 100% visibility of every sales opportunity in the funnel and evaluation of marketing-dollar ROI for all promotional campaigns.*
- *Built a series of customer databases to manage references, explore customer profiles and improve promotional targeting worldwide, integrating them under an automated customer profile consolidation process built on and supported by data stewardship software and team to deliver a unified view of the customer across the company.*

**Consultant, Marketing IT Process Strategy**
REACH 4 POLARIS, LLC, Oakland, CA
2002 – 2003

Established after the dot-com debacle, R4P is a private consulting firm dedicated to marketing process strategy execution.

Challenges: Carry out business development, account management and service delivery in a severe economic downturn.

Actions and Results:

- *Directed the chartering and workflow process design of a Projects Management Office for non-profit organizations ProSearch in Oakland and ACRC in Alameda, CA, thereby increasing the impact of each volunteer hour despite constant volunteer turnover.*
- *Secured and organized a \$500K customer data warehouse development project from Thomson Financials, a leading New York City financial media publisher, by drafting a detailed statement of work, defining the critical path, conducting gap analysis, facilitating client relations, and negotiating contract signatures.*

**Director, Customer Knowledge Management - INS Division**
LUCENT TECHNOLOGIES, Alameda, CA
1998 – 2002

As a global leader in telecom equipment manufacturing, Lucent is responsible for creating copper line transmission and switching, wireless, and optical gear in use by core telephony and data networks worldwide.

Challenges: After several mergers and acquisitions the company required an integrated view of its customers for marketing.

Actions and Results:

- *Managed 75 professionals through 4 project phases spanning 24 months to deliver worldwide guidance in a sea of customer data, by developing a comprehensive database marketing infrastructure built around a customer data warehouse that fed 4 function-specific data marts, which allowed production of dynamic and holistic exploratory, confirmatory and predictive data analyses on response, orders, service calls, e-commerce and public web site activity across global regions, products, channels, market segments, campaigns and time.*
- *Created a Customer Knowledge Portal User Training infrastructure and corresponding internal marketing branding campaign to engage end-users in adopting the new customer knowledge platform, by encouraging online collaboration and offering web-based training capsules.*

M.A. International Managerial Economics, 1996
The Claremont Graduate University, CPE/Peter F. Drucker Management Center

Advanced Project Management Certification (two-third completed), 2009
Stanford Center for Professional Development, Stanford University