

How to get the most out CTOsOnTheMove: The Ultimate Beginner's Guide

Dear subscriber, welcome on board!

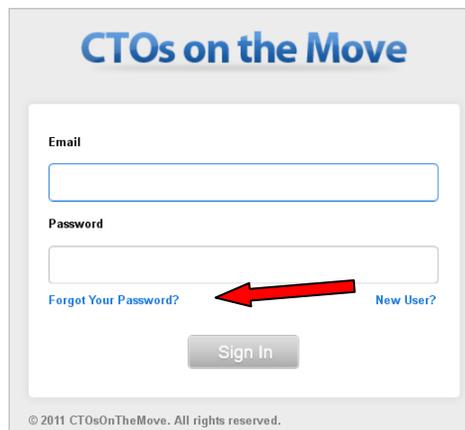
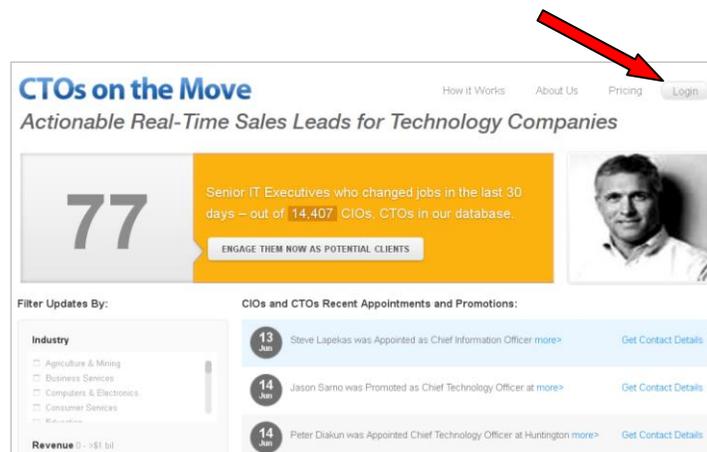
This will be an awesome ride and I'd like to give a few direction tips to make the journey easier and more productive.

We will cover the most important functionalities of the database with 14,000+ and counting profiles of CIOs, CTOs, and other Senior IT executives who recently changed their jobs.

1. Logging in

The home page has plenty of useful features, like customizable search of IT execs who changed jobs in the last 30 days. I'd encourage you to explore it.

Further, to login simply click on the login button and...



You will get to the login screen here. Just enter your email and the password you created during sign up and click "Sign In".

If you forgot your password you can quickly retrieve it as well.

2. Searching

Once you are logged in, you are now at the “Advanced Search” screen.

Here you can search by “Title”, “Type of Management Change”, “Geography” and other parameters, like...

...”Company Name”, “Industry”, “Company Size” and “Date of Change”.

Feel free to play around with controls, tighter parameters will give you fewer, however more focused results.

3. Browsing

To browse the listings in the database simply scroll down and there you have an option to browse by IT executive name/Company name – both listed alphabetically OR...

Go through a database cross-section through this link in the footer

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SEARCH **BROWSE** **ALERT**

Industry:

- Agriculture & Mining..... (41)
- Business Services.....(968)
- Computers & Electronics... (692)
- Consumer Services..... (86)
- More (..)

Geography:

- Alabama.....(101)
- Alaska..... (23)
- Alberta..... (44)
- Arizona.....(108)
- More (..)

Size (Revenue):

- \$0-1 Million(959)
- \$1-10 Million(1475)
- \$10-50 Million.....(1294)
- \$50-100 Million.....(1029)
- More (..)

Size (Employees):

- 0-25(1068)
- 25-100.....(1145)
- 100-250.....(1008)
- 250-1000.....(1403)
- More (..)

Now here you can browse by all the categories you can also search by, specifically:

- Industry
- Geography
- Title
- Size (Revenue)
- Size (Employees)

Once you click on one of the lines, you will get to the results page here:

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Home / Search / Search results

Download Results Set Up as an Alert New Search

Search Results : 0 - 10 of 118
Pages : << Previous 1 2 3 4 5 6 7 8 Next >>

Date	Headline	Company	Name	Title
05/08/2012	Suresh Guddanti was Appointed as Chief Information Offi...	Frontier Utilities	Suresh Guddanti	CIO
05/30/2012	Lennart Jonsson Retired as Executive Vice President and...	Eaton	Lennart Jonsson	CTO
05/11/2012	Jeffry Nimeroff was Appointed as Chief Information Offi...	Pet360	Jeffry Nimeroff	CIO
05/02/2012	Shomo Sanders was Appointed as Chief Technology Office...	Ex Libris	Shomo Sanders	CIO
05/02/2012	Chett Rubenstein was Appointed as	E-Touches	Chett Rubenstein	VPT

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05/11/2012	Jeffry Nimeroff was Appointed as Chief Information Offi...			
05/02/2012	Shomo Sanders was Appointed as Chief Technology Office...			

Pop-up text: "Frontier Utilities Announces Key Additions to its Management Team HOUSTON, May 08, 2012 (BUSINESS WIRE) – Frontier Utilities, LLC, a retail electricity provider headquartered in Houston, Texas, announced today that it has added three new executives to its senior leadership team. Newly reporting to Jay D. Hellums, Frontier Utilities' President and CEO, are Jeffrey Nimeroff, Chief Information Officer, and Suresh Guddanti, Chief Information Officer."

... if you hover your cursor over their headline, you will see a small pop-up appear that gives you a snippet of the press release.

You can click through to the full text of the press release where you can get insights like where the CIO worked before, who he/she reports to, what mandate they were hired on, etc.

4. Downloading

Once you are satisfied with the search results and you are ready to get the details out, simply chose the records you want be checking the “select” box here...

... and the click “Download Results”

Presto! There you go!

These are the results of your search, with all the fields: emails, addresses, the full text of the press release (where available) and more...

Feel free to upload these results to Salesforce.com or any other CRM system you may be using. The data is enriched with actionable insights and can be put to use right away, including but not limited to:

- Outbound email
- Outbound phone campaigns
- Events, webinars, face-to-face meeting invitations

5. What's next?

So now you've got the real-time insights on when CIOs, CTOs and other IT executives changes jobs. Now, how would you get the most leverage out of these insights and grow your sales opportunities pipeline and revenue?

Resources:

Here are some resources to get you started:

- a. [Free eBook](#): How to Use Sales Trigger Events to Grow Sales
- b. [20 Must-Have Tricks](#) to Grow Your Business when Your Potential Clients Change Jobs [Part 1](#) and [Part 2](#).
- c. [5 Advanced Techniques](#) to Get 10x Sales Leads from Your Industry Events
- d. [25 Techniques](#) to Maximize B2B Lead Generation on Facebook
- e. [10 Sneaky Tricks](#) to Leverage LinkedIn for B2B Lead Generation
- f. [Top 30 Technology Research Companies](#) You Must Follow in 2012

Blog:

We publish free updates and resources constantly on our blog. Feel free to keep track of news and updates at [CTOsOnTheMove's blog](#).

Customer Service:

If you have a question, a concern, a suggestion... if there is anything we could do to help you grow your business, please reach out and I'd be happy to help. You can ping me any time at ms@ctosonthemove.com or 646.812.6814 and I'd be happy to help.