

CTOs On The Move

CTOsOnTheMove.com helps technology companies to boost their sales pipeline by tracking management changes of senior IT Executives in North America – CIOs, CTOs and VPs of Technology – and providing these insights in real time, appended with new contact details at the time when the executives are most likely to buy and before these insights become commodity information.

Top 5 Reasons Why CTOsOnTheMove.com Works:

As you know, the key to success in sales is about engaging the right executive at the right time with the right message. CTOsOnTheMove.com provides you with everything to accomplish that goal:

1. **Unique Leads.** The updates about IT executives we provide to you are in real time and unique, while most databases – jigsaw.com, hoovers.com, zoominfo.com, etc. – take 3-6 month to update their databases and even with this their records often lack accuracy or completeness data or both. Therefore when you are calling on these executives, other sales people don't; as a result you have much more of their attention span and thus much higher chance of success.
2. **Timely Insights.** Newly minted executives are more likely to be in the information gathering or even buying mode in the first several months of their tenure. Therefore they are more likely to respond to your pitch. Now.
3. **Relevant executives.** We only track IT executives, therefore we can afford to hand pick, hand cleanse and append every single record. We only provide 100-150 leads per month; however each and every one of them is on target.
4. **Actionable information.** We don't provide news; we provide actionable insights in the database format, appended with new contact details (emails and phone numbers), industry taxonomy, and revenue and employees size data. All you have to do is pick up the phone and close that sale.
5. **Contextual data.** The full text of the press release or company announcement is part of the record, so you'd know where these IT executives worked before, who they report to know, or where they went to school. These data points allow you to craft highly personalized and therefore highly impactful communications, whether over email, or phone or in-person.

Top 5 Ways to Get the Most Value out of CTOsOnTheMove.com:

1. **Immediate Action.** Put the leads to use right away. As you know, business insights are perishable, and they are most impactful if you act on them right away. A new executive has a number of challenges they need to resolve in short order, once these “itches are scratched” and things get to a steady state, it would be much more difficult to penetrate a new account.
2. **Personalized Communication.** Use the contextual aspect of the data to the fullest extent - eg.: “ Hi Jake, I’d like to congratulate on your recent appointment, this is a impressive career accomplishment. I’ve noticed that you worked for XYZ Corp. previously. Just to let you know, this is one of our most important clients and we’ve done extensive work with them in ABC field. I understand this is going to be one of your priorities going forward and I feel we can help in that. Would you have time next week for 15min call?..”
3. **Tracking Results.** Try to make sure that the leads you receive are tracked separately and don’t disappear in the large abyss of the internal database. Set it up as a separate campaign so that you can track the results and find the best marketing communication mix over time.
4. **Integrating with Internal Processes.** Make sure that you integrate the leads from CTOsOnTheMove.com in the internal processes and systems – CRM, sale opportunities reporting, and marketing campaigns. Make sure the leads are not siloed, but shared among the sales organization.
5. **Leveraging other direct marketing activities.** Other marketing activities – webinars, face-to-face events, and direct marketing communications – should be leveraged across the leads for the full impact.

What You Get:

1. **The Database.** As a subscriber you receive full unlimited access to search, browse and download the data.

IMPORTANT: Please note that we only track management changes amongst IT executives. This means that if some executive was in a position for the last 5 years, this executive will not be part of the database as we only track those executives who moved recently.

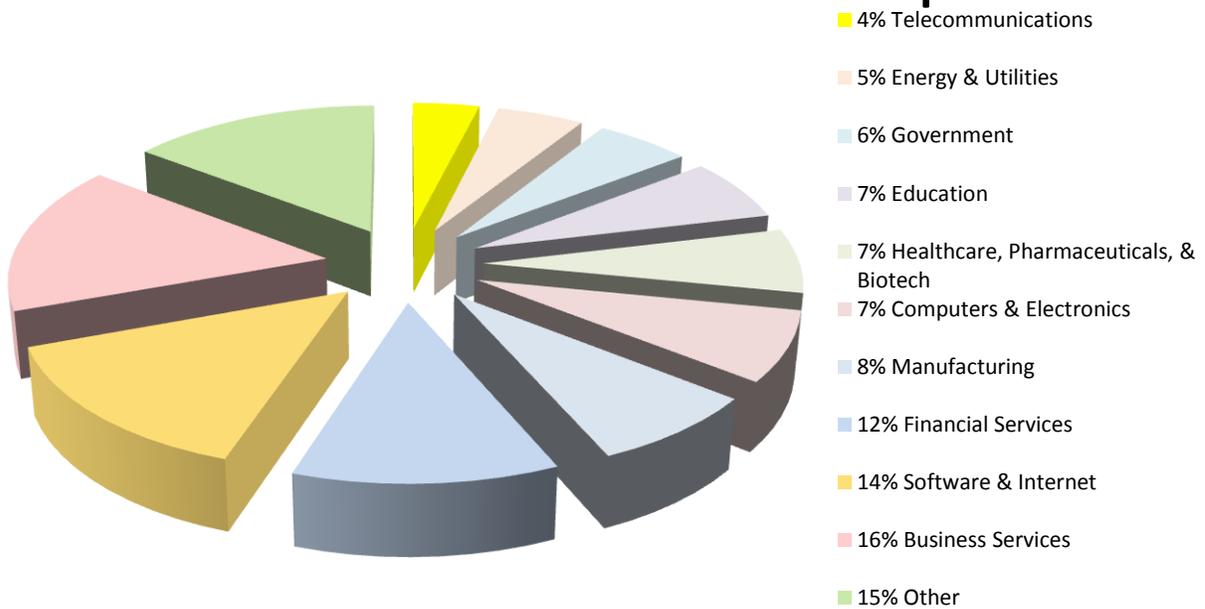
2. **Monthly update.** Further, you will be receiving monthly updates that summarize monthly movements in an easy-to-upload xls file.
3. **The Demo Stats.** The database we offer to you is constantly updated, however the following should give you a good idea of the contents:

Movement Type	%	Title	%
Appointment	76%	CIO	31%
Promotion	14%	CTO	44%
Resignation	7%	Director, VP, SVP, EVP of IT	15%
Retirement	2%	Other	9%

Employees :	%	Revenue:	%
0 – 100	37%	\$1 - 10M	32%
100 – 250	11%	\$10 - 50M	24%
250 – 1000	18%	\$100 - 250M	17%
1K - 10K	20%	\$250 - 500M	6%
10K - 50K	7%	\$50 - 100M	12%
50K - 100K	3%	\$500M - 1B	5%
> 100K	4%	> \$1B	4%

Further, the industry distribution of the database is as follows:

CTOsOnTheMove.com - Sector Split



How to use the site:

1. **Login.** Go to <http://ctosonthemove.com/> and click Login in the upper right corner:

CTOs On The Move
We Enable You to Sell More IT Faster by Providing Unique, Responsive and Actionable Sales Leads

Login | Register ?

SEARCH **BROWSE** **ALERT**

Type in CTO/CIO's name, company, title **Search** [Advanced Search](#)

Sign up for free
Your Name
Your Email
Sign Up

Download a White Paper
Select

CTOs OnTheMove tracks management changes among CIOs, CTOs, VPs of Technology to get our subscribers in front of their potential clients by providing up-to-date, relevant and highly actionable data. Stand out from the crowd; find out now how our solution can enhance your direct marketing efforts and increase your sales...

www.CTOsOnTheMove.com Wireframe Atlantic University announced

2. **Advanced Search.** Once you input your login credentials, you will get to Advanced Search Screen. Scroll down and click on the "Search" button

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Advanced Search

>> **Chose Executive:**

First Name:

Last Name:

Title:
Chief Information Officer
Chief Technology Officer
Vice President of Information Services

Management Change Type:
Appointment
Job Opening
Lateral Move

>> **Chose Location:**

- Search Results.** You will get to the search results. If you scroll over the headline, you will see a window with the preview of the full text of the press release. Further, if you scroll over the name, you will see an abbreviated version of the contact details page:

CTOs On The Move Misha Sobolev: [Profile](#): [Logout](#)

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Home / Search / Search results

Search Results : 0 - 10 of 2050
Pages : << Previous 1 2 3 4 5 6 7 8 Next >>

Date	Headline	Company	Name	Title	Type	Industry
<input type="checkbox"/>	[x+1] Expands Workforce	[x+1]	Trey Jackson			Advertising, Marketing, & PR
<input type="checkbox"/>	P2 Energy Solutions Appoints Verduin Chief Technology Officer and gas information technology leader adds key position for enterprise applications					Software & Internet Other
<input type="checkbox"/>						Telephone Service Providers and Accessories

- Download.** Once you select the records you are interested in, click “Download” to get the excel spreadsheet with the full records, including emails, phone numbers, and the full text of the press release:

CTOs On The Move Misha Sobolev: [Profile](#): [Logout](#)

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<input checked="" type="checkbox"/>	Date	Headline	Company	Name	Title	Type	Industry
<input checked="" type="checkbox"/>	05/08/2008	[x+1] Expands Workforce	[x+1]	Trey Jackson	Director of Technology	Appointment	Advertising, Marketing, & PR
<input checked="" type="checkbox"/>	21/01/2009	P2 Energy Solutions Appoints Verduin Chief Technology Officer and gas information technology leader adds key position for enterprise applications			Chief Technology Officer	Appointment	Software & Internet Other
<input checked="" type="checkbox"/>	24/06/2009	360networks CTO	360networks Corp.	Brady Adams	Chief Technology Officer	Appointment	Telephone Service Providers and Accessories

Who are Our Current Clients?:

Our clients include SAP, Advanced Micro Devices, TrendMicro, Fujitsu, Patni, Alertsite, Microgen, Palamida, Telwares, Mindtree and many other premier technology firms.

Next Steps:

Once you are ready to boost your sales pipeline with unique, relevant and actionable leads from CTOsOnTheMove.com, please sign up at www.ctosonthemove.com/signup.

The subscription is \$85/months and you can cancel it at any time, without any lock up period or minimum contract.

If you have any further questions, please contact:

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Director

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