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Point of Reference in Partnership with The CMO CLUB Announces Marketing Leadership Podcast Series Highlighting Success Factors for Customer Reference Programs

DENVER, CO – June 2, 2011 – Point of Reference®, the industry thought leader in customer reference management solutions, today announced a podcast series in partnership with The CMO CLUB offering insight into success factors for establishing and maintaining customer reference programs.

The podcast series features interviews with chief marketing officers (CMOs) in The CMO CLUB, from a range of successful business-to-business companies, each offering perspective on the following topics:

- What do executives need (financial return, strategic objective support, operational efficiency, etc.) in order to prioritize the establishment of a customer reference program?
- Once a program has been launched, what is needed (performance metrics, communication, leadership, etc.) to ensure ongoing investment and support?

A CMO interview will be published each week on the Point of Reference blog, Customer Reference Insights as well as on The CMO CLUB site for members of the club.

"Customer reference programs are a necessity for any sales-driven, B2B organization," said David Sroka, CEO at Point of Reference. "The podcast series will have broad appeal; CMOs will benefit from peer-to-peer knowledge sharing, while program champions within marketing will gain valuable perspective to help them align with CMO objectives. This podcast series is designed to offer insight that will simplify both the early developmental stages of a customer reference program, as well as the long-term health of a program."

"Customer reference programs have been a topic of great interest during CMO CLUB dinners and discussions with CMOs," said Pete Krainik, founder of The CMO CLUB. "I'm pleased to provide this podcast series offering 'CMO worthy' best practices for the benefit of the chief marketers who comprise our membership."

For more information, visit Point of Reference at www.point-of-reference.com.

About Point of Reference®: Point of Reference provides a full complement of customer reference management solutions to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include ReferenceStor™, a cloud-based customer reference management software solution, and TruPoints™, recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject

references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: www.point-of-reference.com

About The CMO CLUB: The CMO CLUB was created for the unique purpose of bringing Chief Marketing Officers together in an environment of openness and contribution that enables them to become better at what they do. Tailored exclusively to top marketing executives, this club hosts dinners and events, shares reports and research from leaders in the marketing industry, and leverages the first online network for "CMOs only" for sharing ideas, helping each other, and serving as a resource for CMO career opportunities. The CMO CLUB was founded in 2007 by seasoned marketing executive Pete Krainik and currently has over 700 members. For details on the club visit: www.thecmoclub.com

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