



## **ClickDimensions Welcomes Microsoft CRM MVP Matthew Wittemann as Chief Customer Officer**

*Mr. Wittemann will lead all technical support, training and customer operations functions for top ranked Microsoft CRM Marketing Automation vendor*

**ATLANTA – December 1, 2011** – ClickDimensions, developer of a top ranking [email marketing and marketing automation solution for Microsoft Dynamics CRM](#), today announced that it has hired Matthew Wittemann in the role of Chief Customer Officer. Mr. Wittemann, one of 51 Microsoft CRM MVPs (Most Valuable Professionals) worldwide and a six time recipient of the Microsoft CRM MVP honor is also an author of the [Microsoft Dynamics CRM 2011 Administration Bible](#). In his role as Chief Customer Officer Mr. Wittemann will oversee all ClickDimensions customer operations including technical support, training, application monitoring and customer onboarding. Having served as the Chief Operating Officer of Charlotte based Microsoft CRM and ClickDimensions partner C5 Insight, Matt has spent the last eight years managing implementations of the Microsoft CRM solution across a wide range of customers.

“For ClickDimensions to be the best we can be we must lead not only on product but also on service, support and overall customer satisfaction,” commented John Gravely, ClickDimensions Chief Executive Officer and Co-Founder. “Since our marketing automation solution is built exclusively for Microsoft Dynamics CRM we wanted someone who understands all aspects of the Microsoft CRM technology as well as the Microsoft customer and partner ecosystem. Matt is that guy.”

“I’m incredibly excited to join the team at ClickDimensions,” commented Mr. Wittemann. “My passion is to help customers get daily, measurable value from Microsoft CRM. ClickDimensions delivers that value in a way that few other solutions can. Their technology represents the vanguard of sales and marketing with Microsoft CRM, and the team’s know-how is indispensable in this age of social and web marketing.”

“Matt was instrumental in helping us realize the power of CRM as a platform,” commented Jeremy Dudley, CRM Product Manager at Liberty University, one of Mr. Wittemann’s longtime clients. “Matt’s knowledge of Microsoft Dynamics CRM is unparalleled, but his ability to clearly communicate that knowledge is perhaps his most valuable asset. Matt was a vital part of ensuring the success of our Dynamics CRM implementation at Liberty.”

With hundreds of deployments worldwide, the ClickDimensions Marketing Automation for Microsoft Dynamics CRM solution is a Software-as-a-Service (SaaS) application that creates an endless stream of possibilities for sales and marketers. From generating, qualifying and nurturing leads to tracking prospects from click to close, ClickDimensions fully integrates with Microsoft Dynamics CRM to provide companies with a flexible, easy to use solution that transforms every customer touchpoint into a marketing opportunity.



### **About ClickDimensions**

ClickDimension's Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Email Marketing, Web Tracking, Lead Scoring, Social Discovery, Campaign Tracking and Forms and Surveys ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. For more information about ClickDimensions visit <http://www.clickdimensions.com>, read our blog at <http://blog.clickdimensions.com>, follow us on Twitter at <http://www.twitter.com/clickdimensions> or email [press@clickdimensions.com](mailto:press@clickdimensions.com)