

Please welcome Tom Needy ^[1]

April 6, 2015 by [\(not verified\)](#) ^[2]

Tom Needy is the Senior E-Communications Manager for the CU-Boulder Alumni Association. Prior to joining CU, Tom worked as Account Manager for a CRM company that was an imbedded partner of ExactTarget. Tom managed the CRM implementation process for his clients from data requirements through ongoing user support. In his role with the Alumni Association, he will coordinate the implementation of the Salesforce CRM along with the ExactTarget email tool and Linvio Event Management tool for the CU-Boulder campus, training and working closely with more than 100 communicators. Tom joined the Alumni Association January 1, 2015.

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