2018 UNICON TEAM DEVELOPMENT CONFERENCE

NOVEMBER 28 - 30, 2018
THE HOTEL
COLLEGE PARK, MARYLAND
Changing the Landscape of Marketing

Kirsten Sands Rauscher
Director, CRM
Maryland Smith

• What’s the landscape at your institution?

• How Maryland Smith is transforming the way we do business

• How we can re-imagine corporate engagement with technology
How many of you feel that you’re successful in enterprise-wide collaboration around corporate engagement?
Who am I?

- Former Executive MBA recruiter (across 2 leading b-schools)
- Current Salesforce enthusiast
- Your workshop facilitator
Maryland Smith

Transforming the way we do business.
We’re a Salesforce driven business school.

So what makes us special?
We’ve accepted that corporate engagement is like the wild wild west.

It’s not just Executive Education searching for corporate business.

It’s everyone.
We found out we had an email problem, and **we did something about it.**
Solution: Enterprise roll-out of Salesforce CRM and Marketing Cloud for marketing
Who participates in corporate engagement at your institution?
Smith Stakeholders

- Executive Education
- Faculty
- Transformational Learning
- Centers/Research Groups
- Career Services
- Admissions Recruiters
- Advancement teams
How Smith Tackled Reality
Corporate Connections

• Brought all stakeholders together
• Evaluated companies and what we aspired to ask of them
• Made enterprise-wide agreements on targeting one company for one single ask
• Embraced transparency and open communication/teamwork
Alumni @ Top Companies

Record Count

1,164

Degree Level

Undergraduate

Graduate

745

388
How can we leverage current student & alumni relationships?

Listen to them.
What’s going on at their company?
What competitive advantage can we gain as a university going after RFP’s and opportunities in their company/industry?
Creating Opportunities

Transparently tracking them in Salesforce.
What else improves our likelihood of more business?

Excellent customer service.
<table>
<thead>
<tr>
<th>Related</th>
<th>Details</th>
</tr>
</thead>
</table>

**Contact**

| Program Management | Business Leadership Program B |

| Onboarding | | |
| Welcome Email Sent | 2/15/2018 | |
| Added to LMS | 2/12/2018 | |
| Assessments Completed | 2/23/2018 | |
| Participant Survey Completed | 2/23/2018 | |

**Personal Information**

| Family Information | |
| Dietary Restrictions | No dairy |

| Jacket / T-Shirt | Womens: Medium |
| Personal Notes | She often gets cold quickly, so don't put her name tent near the vent |

**Emergency Contact Information**

| Emergency Contact | |
| Emergency Relationship | Husband |
| Emergency Email | |
| Emergency Phone | |
A deeper look @ 360 view
**Salesforce**

**Details**

- We found no potential duplicates of this company.

**Notes (1)**

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<tr>
<th>TITLE</th>
<th>TEXT PREVIEW</th>
<th>CREATED BY</th>
<th>LAST MODIFIED</th>
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<tbody>
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<td>Salesforce.com Volunteer Ho...</td>
<td>Salesforce.com employees are e...</td>
<td>Kirsten Sands, Rauscher</td>
<td>10/4/2018 5:49 PM</td>
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**Contacts (6+)**

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<th>CONTACT NAME</th>
<th>TITLE</th>
<th>CONTACT TYPE</th>
<th>EMAIL</th>
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<tbody>
<tr>
<td>Ali Ganjatiezadeh</td>
<td>Product Manager</td>
<td>Alumnus</td>
<td><a href="mailto:ali.ganja@gmail.com">ali.ganja@gmail.com</a></td>
</tr>
<tr>
<td>Andrew Baer</td>
<td>SVP Global Communications an...</td>
<td>Alumnus</td>
<td><a href="mailto:andrewbaer@usa.net">andrewbaer@usa.net</a></td>
</tr>
<tr>
<td>Bill Ewanow</td>
<td>Vice President, Sales</td>
<td>Employer/Vendor</td>
<td><a href="mailto:bewanow@salesforce.com">bewanow@salesforce.com</a></td>
</tr>
<tr>
<td>Brad Schleicher</td>
<td>Senior Manager, Product Market...</td>
<td>Vendor</td>
<td><a href="mailto:bschleicher@salesforce.com">bschleicher@salesforce.com</a></td>
</tr>
<tr>
<td>Bradley Beecher</td>
<td>Vendor, Experience Learning Program...</td>
<td></td>
<td><a href="mailto:bbeecher@salesforce.com">bbeecher@salesforce.com</a></td>
</tr>
<tr>
<td>Christopher Lemos</td>
<td>Business Consultant</td>
<td>Alumnus</td>
<td><a href="mailto:christopheralemos@gmail.com">christopheralemos@gmail.com</a></td>
</tr>
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**Opportunities (6+)**

<table>
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<tr>
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<th>STAGE</th>
<th>AMOUNT</th>
<th>CLOSE DATE</th>
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<tbody>
<tr>
<td>(L) BU05612 =&gt; Salesforce</td>
<td>Active</td>
<td>$0.00</td>
<td>12/31/2020</td>
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<tr>
<td>Marketing Management Program</td>
<td>Negotiation</td>
<td>$500,000.00</td>
<td>11/23/2018</td>
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<tr>
<td>Salesforce NOV 2018</td>
<td>Closed/Won</td>
<td>$80,000</td>
<td>11/16/2018</td>
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<tr>
<td>Salesforce 6.5 Corporate Con...</td>
<td>Follow-Up</td>
<td>$100,000</td>
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**Account News (5)**

- **REFILE-Cloud software stocks rise after upbeat Salesforce results**
  Salesforce.com News - CNBC - 12h
  Nov 28: Shares of cloud software maker rose on Wednesday after Salesforce.com Inc's upbeat quarterly earnings boosted Wall Street's expectations.

- **Salesforce (CRM) Beats on Q3 Earnings, Raises FY19 View**
  Salesforce.com News - Zacks.com - 23h
  Salesforce's (CRM) third-quarter fiscal 2019 results benefit from strong growth in its product portfolio.

- **Salesforce reports 26 percent rise in quarterly revenue**
  Salesforce.com News - Reuters.com - 2d
  Salesforce.com Inc reported about 26 percent increase in quarterly revenue on Tuesday, as customers looking to rein in costs boosted demand for...  

- **The Ratings Game: Salesforce stock logs best day in 3½ years as analysts embrace confidence in growth**
  Salesforce.com News - Market Watch - 16h
  Salesforce.com Inc. shares rally Wednesday as analysts took a strong earnings report and outlook as a sign the customer relationships management...  

- **Salesforce.com Historically Narrows Earnings-Driven After-Hours Declines in Follow-on...**
  Salesforce.com News - Nasdaq.com - 2d
  Salesforce.com CRM is due with its Q3 results in the after hours today and analysts polled by Capital IQ expect the company to report a profit...  

> Marc Benioff - Chairman & CEO (5)
Smith Tackling Reality
What innovations are you doing?