



M·O·C·C·A

# General Update November 11, 2008

PJ Wells,  
Business Development Chair



# 2008/2009 Focus

- What:

- Increased the value members derive from participation
- Grow awareness for MOCCA

- How:

- Increase the size of the board and assigned specific responsibilities to each member

- Who:

Amy Crosby, Symantec:

Operations Chair

Anna Suarez, Cisco:

Content Chair

Brenda Kring: CyberSource:

Membership Chair

Ed Allison: Juniper Networks:

Programs & Planning Chair

Marcia Trask, Adobe:

Technology Chair

PJ Wells, Consultant:

Business Development Chair

Larissa DeCarlo, MTS:

Marketing Chair, Chair of Board



# MOCCA Mission

- Foster a community for sharing practical experience
- Encourage the professional development of Marketing Operations practitioners
- Develop the Marketing Operations professional

# Upcoming Meetings

- ★ ■ November 11, 2008: New Technologies, Capabilities & Trends
- December 11, 2008: 2008 Holiday Mixer w/Sirius Decisions
- February 11, 2009: Marketing Systems and Tools
- May ?? 2009: Marketing Analytics and Measurement
- August 12, 2009: Marketing Excellence

## Sirius Decisions Roundtables

December 11, 2008 West Coast/Bay Area Quarterly Meeting

December 13, 2008 East Coast Quarterly Meeting

# Today's Meeting

- Presentation from 5 vendors on Business Intelligence & Analytic Technologies
- Presentation format – 20” + 10” Q&A
- Participants:
  - Bill Heitner Aprimo
  - Neil Callahan MKTG.COM
  - Jake Krakauer Oracle/BI Unit
  - Jill Rowley Eloqua
  - Mike Azevedo & Jamie Bordewky Microstrategy

M·O·C·C·A

Professional Development and Development  
of the Marketing Operations Professional