

COMMUNITY ANALYTICS' CEO LEADS SMEI-BALTIMORE/WASHINGTON ROUNDTABLE.

Myra Norton Presents on Building Relationship Capital

BALTIMORE (January 2009) –Due to record member demand, Community Analytics CEO Myra Norton was invited to lead the Baltimore/Washington Sales and Marketing Executive International's (SMEI) latest roundtable session. Norton's discussion focused on how sales and marketing can use knowledge of their customer's existing networks of advice seeking to build social capital with their target audience.

Norton led the discussion about how influence networks accurately illustrate customer connections which are often unknown to the organization. She explained how this knowledge enables sales and marketing executives to clearly understand who influences whom when it comes to making purchasing decisions. The group then discussed how this unique information can assist the coordination of marketing and sales efforts and focus allocation of resources on the most impactful customers.

“As organizations remain focused on leveraging technology to improve the bottom line, Myra demonstrated how critical understanding human relationships are to a sales and marketing strategy,” states Lynn Argenbright, President of SMEI Baltimore/Washington. “She provided a clear process on how organizations can identify trusted advisors and ideas on how to engage these individuals with your products or services. If you are unsure of how to map these networks on your own, I would not hesitate to engage the services of Community Analytics. “

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About SMEI:

Sales & Marketing Executives International is the worldwide organization dedicated to the ethical standards, continuing professional development, knowledge sharing, mentoring students and advancing the enterprise. Since no other worldwide executive sales and marketing association exist, SMEI fills a void by providing a personal and professional community devoted to providing knowledge, growth, leadership, and connections between peers in both sales and marketing. With over 10,000 members around the world, members benefit from both the strength of an international organization and the resources that a local chapter provides through ongoing seminars, lectures and networking opportunities.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community

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For Immediate Release

Analytics helps you uncover these networks and create strategies to connect these networks with your brand.



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