

# Thomas L. Koller

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## Objective

- To work with a team of professionals to develop, implement and manage a robust Salesforce.com CRM program designed to increase customer satisfaction, customer creation, customer retention, customer loyalty and overall company profitability.

## Current Certifications

- Salesforce Administrator
- ACT! Certified Consultant

## Skills & Abilities

### TECHNICAL EXPERTISE

- Over 17 years' experience supporting CRM Software including Salesforce, ACT!, ACT for the Web, Goldmine, Access and Clarity Soft.
- Planned, implemented and tested data migration from Outlook, ACT, Goldmine, Access and Excel to Salesforce and other Cloud CRM Solutions.
- Created multiple custom Salesforce Apps, Views, Reports, Dashboards and e-mail templates.
- Created multiple Salesforce Objects and Fields designed to manage one-to-one, one-to-many and many-to-many record relationships.
- Created Salesforce profiles, role hierarchies, sharing rules and permission sets to manage user access to objects and records.
- Created database structures in a variety of software platforms including tables, queries, forms, reports, macros and code.
- Used ODBC Drivers to extract and combine data from over 128 tables resulting in the creation of metrics useful in the management of sales and marketing activities.
- Used Access, Excel and other software programs to identify and improve database entry problems, inaccuracies and e-mail address validity.
- Utilized Excel Pivot Tables to extract and evaluate data.
- Maintained ACT! Certified Consultant status since 2001.
- Studying for Salesforce Advanced Administrator examination.

### PLANNING AND ORGANIZATION

- Facilitated user and management discovery sessions to determine the scope and technical specifications of CRM Systems and Databases.
- Played critical role in planning CRM implementations including setting of initial goals and objectives, the creation of benchmarks and the creation of return on investment measurements.
- Organized and presented 100's of marketing and sales events including executive briefings, user groups, software feature reviews, technical briefings and software question/answer sessions.
- Developed user communication strategies designed to reinforce CRM goals and drive software usage throughout the organization.

- Created and successfully executed a business plan for Computing Connections, Inc. resulting in 18 years of service to a loyal customer base.
- Created curriculum and provided training for a variety of software applications including ACT!, Goldmine, Outlook, Windows Operation System and the MS Office Suite.

### **BUSINESS DEVELOPMENT**

- Created and delivered PC training in a variety of mediums including large group, small group and on-line with multiple software applications including ACT!, Goldmine, Windows Operation System and MS Office.
- Independently learned MS Office, SQL and Access Visual Basic. Collaborated with software developers when needed and/or appropriate.
- Sold software and software services to groups a small as one and as large as 50 users.

### **CUSTOMER FACING ACTIVITIES (SALES)**

- Planned and executed sales presentations to groups ranging from 5 to 50 participants allowing time for questions and feature clarification.
- Created a successful software consulting and training business from scratch drawing from a variety of processes including cold calls, phone work, networking, product feature presentations and customer follow up.
- Created and maintained my company website ([www.computingconnections.com](http://www.computingconnections.com)) to clearly reflect our services and point out the value we bring to customers.
- Created a plan to regularly communicate with prospects and customers using fax, e-mail, paper media and verbal communication.

## **Experience**

### **PRESIDENT | COMPUTING CONNECTIONS, INC. | 1997 - PRESENT**

- Managed a successful computer consulting and training company with a focus on CRM and Contact Management for 18 years.

### **DIRECTOR OF PROVIDER RELATIONS | ASSOCIATES FOR HEALTHCARE | 1996 - 1997**

- Managed contracts with care providers including hospitals, clinics and individuals. Recruited care providers into a preferred provider network. Created a system to evaluate care needs base on demographics and healthcare provider availability.

### **DIRECTOR OF MARKETING | FAMILY SERVICE OF MILWAUKEE | 1995 - 1996**

- Created and executed a detailed marketing plan for Family Service of Milwaukee. Marketed and sold services to existing and potential services users. Purchased and assisted in the development of fund raising software. Provided sales training to employees with a focus on increasing provider caseload.

### **PROGRAM MANAGER | WAUKESHA MEMORIAL HOSPITAL | 1992 - 1995**

- Managed inpatient and outpatient alcohol and drug treatment programs. Created and executed a Total Quality Management (TQM) plan.

### **PROGRAM DIRECTOR – MUSIC THERAPIST | ST. MARY’S HILL HOSPITAL | 1983 - 1992**

- Provided group and individual therapy for children, adolescent and adult patients suffering from mental health disorders. Managed the adult treatment program.

## **Education**

### **MS MANAGEMENT | 1989 | CARDINAL STRITCH UNIVERSITY**

- Major: Business Management
- Related coursework: Organization Design, Management, Finance, Human Resources, Information Technology, Statistics

### **BA MUSIC | 1980 | UNIVERSITY OF WISCONSIN - EAU CLAIRE**

- Major: Music Therapy
- Related coursework: Music Performance, Music Therapy, Music Theory, Music History, Psychology, Sociology