

## Introducing Chris McCarten

PR Canada is delighted to welcome new columnist Chris McCarten, who will contribute a monthly column on the topic of Customer Intelligence strategies, and Closing the Loop between marketing investment and sales returns.

Chris McCarten is one of Canada's leading marketers. He is a recognized entrepreneur with an exceptional track record for skill and innovation in marketing, business development, and the architecture and evolution of customer intelligence strategies.

Chris founded Myriad Marketing Inc. in 1997, and through his dedication and industry vision, has developed an approach to "Close the Loop" between marketing and sales revenue by accumulating and evaluating customer data via tactical marketing activities.

Prior to launching MYRIAD, Chris held senior agency positions in which he was responsible for developing and executing marketing and event programs for leading global brands including General Motors, Novell, Subaru, Alias Wavefront, Nortel, and ADAC.

Chris is a member of Innovators Alliance, Ontario's association of presidents of Growth Firms that have demonstrated 50% growth year over year, and sits on the Board of Directors of four companies. He also participates on the Board of Directors for Lake of Bays Marine Museum and Navigation Society, and is an active member of AIMS (Association of Internet Marketers), CPRS (Canadian Public Relations Society), and EDAC (Exhibit and Display Association of Canada). Chris is a regular editorial contributor to Computer Dealer News, IT for Industry, and now, PR Canada. In his leisure time, he enjoys fishing, boating, hiking, and reading.



**Chris McCarten**

## Closing the Loop

Driving lead generation and business results through the accumulation of Customer Intelligence is an approach that allows companies to track ROI for every marketing spend, while concisely targeting and fulfilling each customer's unique needs. In this competitive marketplace, the capability to quantify marketing ROI will allow marketers to demonstrate accountability and results.

In this column, Chris will discuss such topics as:

- how to engage increasingly cynical consumers on a deeper emotional level;
- recognizing the value of individuality and the importance of tomorrow;
- the significance of technology and the Internet;
- and the marketing revolution from hunting to farming.

Today, marketing is not just an art; it's a science. Tune in next week for Closing the Loop.