



## 2007 Marketing Technology Survey

Total Members of Marketing Technology Team	Average
	10.16
Titles	Average
Managers	3.3
Coordinators	2.3
Assistants	1.6
Other	3.2
Who do they report to?	# of Firms
CMO	1
Director of BD	3
Director of IS	1
Director of Comm.	1
Does the team reside in IT or Marketing/Business Development or a combo?	# of Firms
Marketing/BD	5
IS	1
Previous Industries (In order of most common)	# Firms that Responded
Professional Services	2
Financial	2
IT	2
Publishing	2
Commercial Website	1
Software Vendor	1
Retail	1
Health Care Trusts	1
Employee Development	1
Engineering	1
New Grads	1
*All firms have 1975+ attorneys	



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