

# Welcome to the CIO Hour!

November 2023

Know Before You Go:  
Wisdom to Set Your Organization Up for  
Success on Software Projects

# Today's Panel



**VANESSA DENNISON, CAE, CBAP**

Principal, Dennison & Associates  
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**Vanessa** owns Dennison & Associates, an association consulting firm providing technology selection and implementation services, technology assessments, and organizational assessments. Vanessa has over 20 years' experience working with trade and professional associations, as an association staff member, with a leading AMS vendor, and as an association consultant.



**LAURA ARMSTRONG**

Senior Consultant, Cimatri  
[larmstrong@cimatri.com](mailto:larmstrong@cimatri.com)

**Laura** brings over 12 years of in-depth experience in association technology consulting and prior association experience as head of IT. Laura stands out as a distinguished Senior Consultant with Cimatri. Concentrating in Association Technology Strategy and System Selection she focuses on the synergistic alignment of people, process, and technology.



**CRAIG PEAKE**

Vice President, AMS Geek  
[craig@amsgeek.com](mailto:craig@amsgeek.com)

**Craig** brings 34 years of experience in technical and association management with expertise in information systems, project management, and software development, with a strong focus on optimizing Association Management Systems. He has held key roles at Avetra/Abila/Community Brands and worked extensively with AMS systems in areas such as system design, technical requirements, and client training.



**JAMES C. MARQUIS**

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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

## The CIO Hour: Know Before You Go – Project Wisdom

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.

## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

## Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 45 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. How to see which websites are sharing your data with Instagram  
<https://www.popsci.com/diy/third-party-data-instagram/>
2. The role of software testing in promoting website accessibility  
<https://www.techradar.com/pro/the-role-of-software-testing-in-promoting-website-accessibility>
3. Ransomware is threatening more businesses than ever before  
<https://www.techradar.com/pro/security/ransomware-is-threatening-more-businesses-than-ever-before>
4. Use this hidden Google feature to detect and delete your personal information in search  
<https://www.cnbc.com/2023/10/28/how-to-delete-private-information-from-google-search-results.html>





Something is brewing at  
AMS Fest in DC this Nov 6-8!  
Register at  
[www.amsfest.com/dc](http://www.amsfest.com/dc) using our  
discount code **AMS10** to receive 10% off!  
And stay tuned as we reveal AMS Alley!

Today's Topic:  
Know Before You Go:  
Wisdom to Set Your Organization Up  
for Success on Software Projects

# CRM Project Fails – By Some Numbers

- 2009 Forrester Research: 47% CRM failure rate
- 2015 Venturebeat: As many as 70 percent of CRM implementations fail
- 2016 DMN News: Research turns up CRM failure rates as high as 63%
- 2017 CIO magazine: One-third of all customer relationship management (CRM) projects fail
- 2018 Small Business Genius: The CRM failure rate was between 18% and 69%.
- 2019 Business2Community: Studies show failure rates between 47% and 63% for new CRMs

SOURCE: <https://crmsearch.com/implementation/crm-fail/>



# On to Your Questions...

How do you determine if you actually need something new versus working with what you have?

# Who should be involved in these projects?

# How do you handle getting buy-in from the staff? Management? The Board?



# Who is going to (or should) ultimately own the decision?

Why now? What is driving the need  
for this project?

How important is it to understand how your project will fit into your overall landscape?

What sort of artifacts and information should you be pulling together to make the process go better?



# What advice do you have about how long IT projects should take?

Any last parting advice,  
especially for smaller organizations...

# Other Questions?



Thank you to our panel of experts!



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## Final Thoughts

- Join us December 7<sup>th</sup> for **Looking Towards 2024 – Predictions, Pitfalls and Possibilities**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

