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FOR IMMEDIATE RELEASE

## Peter Ostrow, VP & Director, Customer Management, Aberdeen Group to Provide Insight into Mobile CRM

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**June 24, 2008-** Information Technology specialist, Peter Ostrow, VP and Group Director, Customer Management, Aberdeen Group, will contribute to ITO America online with exclusive insight into 'Mobile CRM'; a topic that has been avidly discussed amongst IT professionals in recent months.

Nick Backhouse, VP Sales, ITO America, looks forward to Peter's insights, stating, "Aberdeen is a well-respected provider of research and market intelligence, specifically in the customer management arena. We're delighted to further understand the master-mind behind which Mobile CRM use has come to be a staple function in large enterprises globally."

Peter Ostrow's key responsibilities at Aberdeen include overseeing and managing the company's fast-growing Customer Management research group. The majority of Peter's professional research focuses on CRM, sales/marketing automation, and call center research practices. Peter's personal research focuses on lead lifecycle management, sales and telemarketing operations and bridging the gap between sales and marketing.

Ostrow has been focused on sales and marketing best practices for nearly 15 years, beginning with a long-time stint at advertising firm JWG Associates. At JWG, Peter participated in every aspect of the company's sales growth until its acquisition by Monster Worldwide TMP AdComms division. Peter recently joined Aberdeen Group after four years as VP, Business Development with MarketOne International, a global provider of lead lifecycle management services to technology sales and marketing executives.

Ostrow's extensive experience in CRM Research stands to make him an esteemed contributor to ITO America.com. With a growing online audience of over 132,000 IT professionals per month, ITO America.com has established itself as the valued source of the most up-to-date technology news.

**About Aberdeen**

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen™ for insights that drive decisions.

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