

Customer Relationship Management

Date: February 1, 2002

The two most famous "Pats" of the IT world, **Pat House**, Co-Founder and Vice Chairman of Siebel Systems, and **Patricia Seybold**, Author, Founder, and CEO of the Patricia Seybold Group, presented their views on the past, present, and future of customer relationship management Feb. 1, 2002.

After the morning presentations, Professor Barbara Wixom moderated an industry panel that included Mike Dalton, Vice President of Lodging Systems for Marriott, and Alan Rimm-Kaufman, Vice President of Marketing for the Crutchfield Corporation.