

Meet the Team ^[1]

The CRM team is housed in **University Information Services (UIS)** and is divided into **five core areas of support** for multi-campus CRM efforts: program success, product development and delivery, digital engagement, marketing, and training and enablement.

Leadership

- **Jennifer Mortensen**
Director of CRM
- **Jeff Benn**
Assistant Director of CRM
- **Jeff Foster**
Assistant Director of Marketing

Program Success Team

Led by **Jeff Benn**, Assistant Director of CRM

- **Jose Celis**
Application Manager
- **Megan Harris**
Senior eComm Program Success Analyst
- **Nicole Leonhard**
Senior Business Systems Analyst

Product Development & Delivery Team

Led by **Jeff Benn**, Assistant Director of CRM, and **Marc Donohue**, CRM Administration Manager

- **David Franz**
Senior CRM Data Quality Analyst
- **Sarah Goletz**
Senior CRM Administrator
- **Sri Gopisetty**
Senior CRM Administrator
- **Heidi Misch**
Senior CRM Administrator
- **Daniella Torres**

Senior CRM Administrator

Digital Engagement

Led by **Jeff Benn**, Assistant Director of CRM, and **Claire Palmquist**, Digital Engagement Manager

- **Lauren Galena**
Senior Analyst
- **Daniel Moe**
Senior Digital Engagement Administrator
- **Nonie Roberts**
Senior Digital Engagement Administrator

Marketing Team

Led by **Jeff Foster**, Assistant Director of Marketing

- **Rachel Ashley**
Copywriter
- **Hallie Davis**
Senior Digital Media Designer
- **Brianna Fuller**
Marketing and Social Media Lead
- **Sarah Wallace**
Marketing Production and Traffic Principal

Training and Enablement

Led by **Jennifer Mortensen**, Director of CRM

- **Melanie Jones**
Training and Enablement Lead

CU CRM

Source URL:<https://www.cu.edu/crm/meet-team>

Links

[1] <https://www.cu.edu/crm/meet-team>