

# 2007 Customer Reference Manager Career Survey

June 2007

## A Customer Reference Forum Report

*This survey of practicing reference managers contains important information both for reference professionals and for hiring managers seeking to establish or ramp up a customer reference program. We surveyed managers about such issues as their salaries, their perceived prospects for career advancement, and the strength of the current job market. We also asked about their background and education, how they learned to run a reference program, and how they currently allocate their time.*

### Questions Surveyed

#### Company Profile

If you are responsible for a portion of the global reference program, what are your segment's annual revenues? ..... 3

If you are responsible for the entire global reference program, what are your company's annual revenues? ..... 3

#### Scope of Responsibilities

What is your title? ..... 4

To what level manager do you report? ..... 5

Are you responsible for the full, global reference program or a portion of it? ..... 5

Approximately what is the annual budget under direct control of the reference program for which you're responsible? ..... 6

#### Experience

How long have you been managing customer reference programs? ..... 7

Prior to managing reference programs, what departmental experience had you had? ..... 8

Where did you learn how to run a program? ..... 8

#### Education

What is the highest level of education you've completed? ..... 9

What was your major? ..... 10

#### Allocation of Time

Of these areas, how is your time allocated to the program? ..... 11-12

#### Compensation

Which of the following ranges describes your total compensation package? ..... 13

#### Career Enhancement

From your perspective, where do you think you'd be most likely to find advancement in this field? ..... 14

What's your current perception of today's job market for reference managers? ..... 14

## Introduction

We designed the 2007 Confidential Career Survey to provide valuable information to marketing professionals interested in pursuing or continuing a career in customer reference management. It will also be highly useful to employers looking to establish or build a reference program who want to know what sort of background, training, salary level and other vital information it will take to do so.

We asked respondents about their salary level, their perception of where they would be most likely to advance in their careers, and their perception of the current job market for reference managers. We also asked about their background and education, how they learned to run a reference program, and how they currently allocate their time. Respondents were also asked overview questions about the size of their business and the size of their program budgets, together with information about their title and to what level they reported.

We conducted the survey In March and April 2007. We questioned 53 practicing, full time professionals whose primary responsibility is managing a customer reference program, either for the entire global firm or for an autonomous segment. The survey was anonymous to preserve confidentiality as well as encourage candid responses, but we can say that respondents came from a variety of (mostly) technology firms, many of them with strong global brands.