

Corporate Recruiting

SAI Finds Success with ZoomInfo PowerSearch

“ZoomInfo helps us use our time more effectively by speeding up our ability to identify the people that can provide the specific information we are looking for. It has definitely paid for itself many times over.”

- Richard Cuff
Vice President, SAI InfoComm



Benefits

- Ability to identify people with access to specific knowledge clients are looking for
- Better utilization of research staff time and resources
- Quicker completion of research projects

Background

SAI's mission is stated simply– *“Turn data into intelligence and intelligence into wisdom”*– yet fulfilling this mission requires high levels of sophistication and a unique set of analytical capabilities; these are the qualities that make SAI a global leader in its field.

SAI InfoComm was founded in 1977, with a vision of providing clients with a new standard of decision support. Today, the company has over 140 professionals globally, performing proprietary primary research for a select group of clients in the Information Technology, Communications and Electronics industries.

Enter ZoomInfo PowerSearch

It goes without saying that SAI's clients can read the papers and search the Internet on their own. The type of sources and information they acquire from SAI is of a different quality and nature; such information is difficult to find and requires comprehensive expertise. *“We gather information through peer-to-peer interviews with people who are knowledgeable about their particular field,”* says Richard Cuff of SAI InfoComm. *“We get a complete view of the business by speaking to competitors, customers, suppliers, and partners; ZoomInfo is the tool that helps us get to these people.”*

ZoomInfo has become an essential tool to SAI in its research work. *“I would never want to start a project without ZoomInfo,”* said one of SAI's project managers following the completion of a recent project. *“In any service business, time is a critical resource,”* adds Cuff. *“ZoomInfo helps us use our time more effectively by speeding up our ability to identify the people that can provide the specific information we are looking for. It has definitely paid for itself many times over.”*

Describing how SAI uses ZoomInfo, Cuff says: *“We usually know which companies we need to speak with; the challenge is finding the right people within these companies. Before we discovered ZoomInfo we had to identify people through press releases, Lexis/Nexis, job postings, and other sources. However, these take time and provide limited information. We still use these sources, but ZoomInfo is the tool we most rely on.”*

Once a person is identified, SAI researchers use ZoomInfo to get current background information on the person prior to the interview. *“These are often senior people at their organization, and their time is very valuable. Having the background information really helps start the conversation and steer it in the right direction,”* says Cuff.

In addition to serving as a critical research tool, ZoomInfo is also great help when it comes to SAI's own business development efforts, headed by Cuff, who makes extensive use of the tool: *“I use ZoomInfo to identify the decision makers at the companies we target. I have had success securing business with people I identified through ZoomInfo.”*

For a demonstration of ZoomInfo, call toll free 866.904.ZOOM (9666) or visit www.about.zoominfo.com/about.

About SAI:

SAI InfoComm is a leading business intelligence firm, serving Global 1000 high-technology companies. Valuable proprietary information furnished by SAI is used by its clients to support major strategic decisions, including new market entries, mergers, acquisitions, and divestitures. One of the keys to successful intelligence gathering is knowing the right people at the right places, and that's where SAI turns to Zoom Information.

View a ZoomInfo Summary

Contact Info

Get in touch quickly with available contact details. ZoomInfo also provides email addresses and direct phone numbers.

Career Snapshot

View board memberships to connect with other people who may know this person. Past employment and education are also summarized.

Web Sources

ZoomInfo lists online sources used to compile a summary. This is useful to opening a conversation, such as "I read your press release..."

Summary: Ms. Kimberly Watson

Tools: [Add to folder](#) [Send summary](#) [Print summary](#) [Networking opportunities](#) [Export summary](#)

Ms. Kimberly Watson
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Last mentioned on 8/3/05

Board Memberships and Affiliations

The Gillette Company	Board Member
Northwest Airlines Corporation	Board Member

Past Employment History

Proctor & Gamble	VP, Product Marketing
Xerox Corporation	Senior Marketing Manager
McKinsey & Company	Marketing Consultant

Education

Harvard University	MBA	Finance
Yale University	Bachelor of Arts	Economics

This summary was automatically compiled using **27 sources:**

Colgate-Palmolive Management & Leadership
www.colgate.com/management_team/081264/0000950136050025026-05-00...
Publication: 7/28/2005 Last Visited: 8/3/2005

Kimberly Watson is Executive Vice President of Marketing at [Colgate-Palmolive Company](#). Watson is responsible for directing the company's North American product marketing efforts. She reports to John Rawlings, CEO of [Colgate-Palmolive Company](#).

SEC Filing
www.sec.gov/Archives/edgar/data/9701345/0001193125-04-059823-00.txt
Publication: 6/12/2005 Last Visited: 6/01/2005

Upon the recommendation of the Corporate Governance and Nominating Committee, the following directors are nominated for election as directors by the

Colgate-Palmolive Company
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We are the world leader in blades and razors. We sell male shaving systems under such brands as Mach3Turbo, Mach3, SensorExcel, Sensor, Atra, and Trac II, and disposable razors under the Sensor3, Custom Plus, and Good News brands. In January 2004, we announced M3Power, a battery-powered wet ... [more](#)

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Workflow Tools

Save your data into online folders or download into spreadsheets, address books or other systems. Send data to colleagues in summarized format.

Company Profiles

Get a picture of the types of companies the person has worked at to determine potential for a position.

Networking Opportunities

Find past or present colleagues of this contact - great for networking, references, or as other potential candidates.

About ZoomInfo

ZoomInfo is an intelligent search engine that finds, understands, extracts and summarizes online information about people and companies. It continually scans millions of Web sites, press releases, electronic news services, SEC filings and other online sources, delivering the information in a concise summary. With more than 27 million professionals and 2 million companies, finding the right prospects is easy. Targeted searches can be made on such criteria as - job title, current company, education, employment history, location, company description, employee number or revenue, and industry. ZoomInfo is the tool of choice for more than 20 percent of the Fortune 500 and for hundreds of market leaders and small businesses in the following industries - technology, finance, retail, education, insurance, manufacturing and pharmaceutical.

