

TOPIC:

Marketing/Sales Information Systems
From Service Bureau to In-House Operation

Mr. J. P. Jeb Lee
Mr. A. O. Boehm

This discussion will cover:

- . Marketing/Sales Information Systems At Philip Morris U.S.A.
- . Why And How Several Major Systems Were Developed.
- . Changing From Service Bureau To In-House Operation.
- . Organizational Interaction During Development And Relocation Phases.

BIOGRAPHICAL SKETCH:

Mr. J. P. Jeb Lee

Mr. Jeb Lee joined Philip Morris in 1952 as a Sales Representative in Asheville North Carolina. His field sales force positions included Division Manager (Miami), Section Sales Manager (Miami and Atlanta), and Region Manager (New York). While in a staff position in the company's headquarters, he was responsible for developing sales force organizational and deployment procedures, as well as establishing a training function. He was appointed Director of Sales in 1969, and managed the Philip Morris Sales Force until November 1973, when he was appointed as Vice President, Marketing Services. His responsibilities include Marketing Systems, Marketing Administration, and Distribution Services as well as liaison and supervision of outside computer service organizations.

Mr. A. O. Boehm

Mr. Boehm joined Philip Morris U.S.A. in 1977, as Manager of Marketing System Design and Development for the Tobacco Marketing Division. He is responsible for systems development in the areas of sales administration, marketing management reporting, market research, point of sale display and merchandising inventory and distribution systems, as well as for major areas in marketing financial systems and public affairs. In addition, his experience in the consumer products field includes both systems management and consulting assignments in manufacturing, finished goods distribution, and inventory control.

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