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Bill Owens to Speak on Microsoft Dynamics CRM Adoption Best Practices and Governance at CRMUG Summit 2013

Columbus, Ohio, October 15, 2013 – Bill Owens, CRM Practice Manager at [Affiliated](#), a leading Ohio technology and professional services company, will be speaking at the upcoming **CRMUG Summit 2013** to be held **October 21-24, 2013** at the Tampa Marriott Waterside in Tampa, Florida. Owens will be presenting three sessions, “**User Adoption: Adoption using Organizational Change Management**” where he will discuss ideas and approaches to change management and technology adoption with Dynamics CRM; “**CRM Governance & Your Role as the Quarterback**” where he will present philosophies in how to best administer effective CRM governance; and “**Managing Your Dynamics CRM Online Resources**” where he will share best practices to keep a Dynamics CRM Online environment stable and secure.

CRMUG Summit 2013 provides [Microsoft Dynamics CRM](#) users a unique and intimate opportunity to dive deep into Microsoft Dynamics CRM, tackle challenges and learn from the experiences of other CRM users. The conference will feature interactive learning sessions, roundtable discussions and valuable networking opportunities at an event hand-crafted exclusively for Microsoft Dynamics CRM users.

Owens is seasoned technology and business consultant with more than 15 years of experience and leads the strategic growth and direction of Affiliated’s CRM practice. He is a proven expert at helping organizations succeed in the implementation and integration of on-premise and cloud-based Microsoft Dynamics CRM.

For more information about CRMUG Summit 2013 or to register, [click here](#).

About Affiliated

Since 1993, [Affiliated](#) has been helping growing and mid-market organizations throughout Ohio to identify, evaluate, and implement technology solutions and resources that improve operational efficiency and increase revenue. As a [Microsoft Partner](#), with Gold competencies in Customer Relationship Management (CRM) and Midmarket Solutions, Affiliated specializes in providing complete Microsoft solutions including both software and services to organizations in multiple industries including healthcare, distribution/logistics, manufacturing, professional services and not-for-profit organizations. For more information, visit www.aresgrp.com.