

## **NJ Entrepreneur Named To Most Influential List In Sales Management**

*Andrew Gaffney, Editor of DemandGen Report and Content Director for Demand Creation Specialists, recently ranked in the top 20 in the Sales Lead Management Association's (SLMA) 2009 50 Most Influential People in Sales Lead Management list. The annual poll is voted on by peers and colleagues, and recognizes leaders who are paving the way in sales and marketing innovation.*

Hasbrouck Heights, NJ ([PRWEB](#)) January 4, 2010 -- Andrew Gaffney, Editor of [DemandGen Report](#) and Content Director for [Demand Creation Specialists](#), recently ranked in the top 20 in the [Sales Lead Management Association's](#) (SLMA) 2009 50 Most Influential People in Sales Lead Management list. The annual poll is voted on by peers and colleagues, and recognizes leaders who are paving the way in sales and marketing innovation.

DemandGen Report was founded over three years ago and has quickly been recognized as one of the leading source for BtoB marketers to identify the tools and best practices needed to drive qualified leads into their sales pipelines. In order to help marketers deploy and adopt these practices, the company's new Demand Creation Specialists division is helping companies create content offers that fuel lead generation campaigns.

Dan McDade, President of Atlanta-based prospecting firm PointClear, emphasized the influential role Gaffney is playing in the emerging lead management space. "Andrew has helped increase the awareness and visibility of lead management best practices," said McDade. "He is viewed as a key sounding board and content provider for industry leading companies. "The weekly trend articles, research and white papers Andrew has published over the past two years have provided a road map for new companies to adopt lead management tools and processes. His unbiased presentation of new tools and strategies has helped support the benefits of this movement."

While the Sales Lead Management Association list recognized individual executives, Gaffney emphasized the important role the G3 Communications staff has played in the rapid growth of both DemandGen Report and Demand Creation Specialists. "Marketers are now challenged to think more like publishers and develop a stream of unique content which helps engage prospects and accelerate them through the buying cycle," he said. "Our staff of writers and marker analysts has helped our company double in size the past two years and more importantly has helped our clients grow their business."

### About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately drive growth. A key component of the online publication is a focus on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

### About Demand Creation Specialists

Demand Creation Specialists is a division of G3 Communications, specializing in "content that connects buyers and sellers." DCS provides clients with strategic direction on the types of content which generate qualified leads and the tools and process which help convert those leads to closed business.

### About the Sales Lead Management Association

The mission of the Sales Lead Management Association is to help companies become successful in the critical business process of managing sales leads. For more information call Sue Campanale at 714-637-6989.

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