

## CRMD-HSO WIN WIRE: Humber College

<b>Customer Details</b>	The Humber College Institute of Technology & Advanced Learning, commonly known as Humber College, is a public College of Applied Arts and Technology in Toronto, Ontario, Canada. Humber emphasizes hands-on, career-focused learning. We offer a broad range of credentials including bachelor's degrees, diplomas, certificates, and postgraduate certificates — and will help you chart the best path towards your goals.
<b>Project Type</b>	Implementation of Dynamics 365 Marketing
<b>Industry</b>	Education
<b>Deal Users</b>	10 Users
<b>Problem Solved</b>	The Humber College Institute of Technology was unable to communicate effectively throughout key touchpoints of the Real Estate Education Program. With the goal to improve the overall student experience, CRMD-HSO proposed Microsoft Marketing to appropriately segment students so the program can deliver tailored messaging across all touchpoints and drive meaningful customer interactions across various digital channels.
<b>Solution Sold</b>	Dynamics 365 Marketing

<b>CRMD-HSO Team</b>	Eric Garnham - Senior Account Executive
<b>Microsoft Team</b>	Firas Addas - Academic Territory Channel Manager Nancy Teodora - Education Partner Lead for Microsoft Canada



# HUMBER

### CRMD-HSO TEAM



**Eric Garnham**

### MICROSOFT TEAM



**Firas Addas**



**Nancy Teodora**

