



Dean R. Anderson

Co-Founder and Principal

Dean has over 16 years experience in developing and refining the solutions and vision necessary to create the highest levels relational performance. This extends through his work in customer relationship management, strategy, team development and organizational leadership. His experience bridges Financial Services, Manufacturing, High-Tech, and Professional Services ranging in size from Fortune 100 to business plan development for new organizations. As Co-Founder of Rhumbline Partners, Dean brings a passion and vision for bringing people together to 'Purpose where it does not exist and to action where the purpose is clear and the path is not'

Prior to forming Rhumbline, Dean was Regional Sales Director – Central Region for Breakaway Solutions, Inc. The Central Region of Breakaway provided concentrated experience in Customer Relationship Management (CRM) solutions, Business-to-Business Collaboration and Exchanges, Mobile Business, and Workforce Collaboration. Dean's responsibilities included sales and marketing activities as well as Subject Matter Expert for the CRM practice.

Dean joined Breakaway through the acquisition of Eggrock Partners where he was the Regional Director for the Central Region. He was accountable for the opening of the Eggrock office and all facets of operations including sales, delivery services and day-to-day operations.

Prior to joining Eggrock, Dean was the National eCRM practice lead for Norstan Consulting. After defining a practice model and assessing the marketplace, several alliances were forged resulting in the development of a sustainable practice in less than nine months. Dean was accountable for all aspects of the eCRM team including delivery oversight, sales and marketing, and day-to-day operations.

As Director of Professional Services for Profit Solutions, a CRM software company, Dean was focused on managing the development team, methodology creation and development and oversight of the professional services group.

Dean also spent seven years with Wells Fargo (formerly Norwest) in Operations Management focused on consolidation of bank operations, process refinement and the creation of internal customer service groups throughout retail banking operations. While at Norwest, Dean also had accountabilities in the areas of Corporate Training, Finance, MIS and Project Analysis.

Dean graduated from Bethel College with a BA in Business Finance and minors in Economics and MIS.

rhumb line (*n*) : 1. A straight course between two points; 2. The most direct path taken by a ship to the charted destination; 3. The optimum path to successful, productive interactions with customers, employees, partners and suppliers. [*syn. Rhumbline Partners Inc.*]