

Solution brief

# Turn job-change signals into revenue

**Before your competition does.**

Sales, marketing, and customer success databases are always in flux. B2B contacts change jobs at a rate of 20-25% per year, and when a champion leaves a customer account, or a detractor lands at a target company, the ripple effects are immediate. Deals stall. Churn risk spikes. Opportunities disappear.

Openprise Champion Mover tracks the career movements of your most important contacts and automates what comes next, so your team can reduce churn risk, accelerate active deals, and find new pipeline the moment a compelling event occurs.

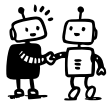
## How Champion Mover helps you:

**Track 160M professionals**

Monitor job-change signals across 160 million professionals with 449,000+ weekly updates so you never miss a movement that matters to your pipeline.

**Detect departures and arrivals**

Know when champions leave a customer account and when they land somewhere new. Unlike point solutions that only track departures, Openprise covers both directions.

**Automate CRM record hygiene**

Automatically mark contacts as no-longer-at-company, create new records at their destination, and carry over persistent fields like mobile number and LinkedIn ID.

**Preserve engagement context**

Tag new contact records with relationship history from previous accounts, so reps always know who they're talking to and where the relationship started.

**Trigger sales and CS workflows**

Fire account strategy reviews, assign contacts to campaigns, or alert customer success teams the moment a signal is detected. No manual steps required.

**Enrich with your data vendors**

Pair job-change signals with enrichment from your preferred data providers or Openprise's AI-powered web crawling to validate signals and fill gaps in contact and account data.

## Three use cases. One integrated platform.

Champion Mover covers the full range of personnel-movement scenarios across your GTM motion.

1. Customer success teams get notified when a champion leaves or a detractor joins, then automatically trigger risk-management workflows before churn becomes a real conversation.
2. Sales teams keep tabs on active opportunities as buying groups shift, and scan ICP accounts for executive arrivals that could open new pipeline.
3. Marketing teams spot key persona joins at target accounts and launch personalized outreach while the timing is right.



## Why GTM and ops leaders choose Openprise Champion Mover:



### **One platform, not another point solution**

Champion Mover runs on Openprise's integrated data and AI orchestration platform. That means lower TCO, fewer vendor contracts, and no additional tool to deploy, manage, or debug alongside your existing stack.



### **Tight GTM process integration**

Embed Champion Mover directly into your existing CRM, marketing automation, and sales tooling. Automation stays in the platforms where your teams already work, with no sprawl and no shadow processes.



### **Near real-time signals with daily updates**

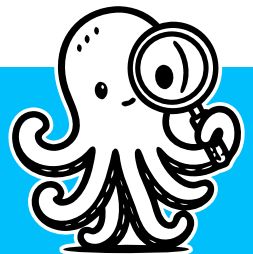
Job-change signals refresh daily, so your team acts on current intelligence rather than data that's weeks old by the time it shows up in your CRM.

**OPENPRISE**

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**Book a demo**



### **About Openprise**

Openprise makes your GTM data smarter with AI and automation. As the only AI and automation platform built for modern go-to-market teams, Openprise unifies your data silos, orchestrates your processes, and consolidates point solutions so Ops leaders can build smarter GTM data — your data, your way, your timeline. Fortune 500 companies and high-growth enterprises alike rely on Openprise and its partner ecosystem to unlock cleaner data, more efficient operations, and AI-ready pipelines. To learn more, visit [www.openprisetech.com](https://www.openprisetech.com) and follow us on [LinkedIn](#).