



Don Peppers

Recognized for over a decade as one of the leading authorities on customer-focused relationship management strategies for business, Don Peppers is an acclaimed author and a founding partner of Peppers & Rogers Group, the world's premier customer-centered management consulting firm that provides clients with world-class customer strategy, flawlessly executed, for bottom-line impact

Don's vision, perspective and thoughtful analysis of global business practices has earned him some significant citations by internationally recognized entities. *The Times* of London has cited him among their "Top 50 Business Brains" in 2005, noting that he climbed 10 spaces from their 2003 assessment. Similarly, the United Kingdom's premier marketing organization, the Chartered Institute for Marketing, cited Don among their inaugural listing of the 50 "most influential thinkers in marketing and business today." He has been ranked by Accenture's *Institute for Strategic Change* among the global "Top 100 Business Intellectuals" for two years running. *Business 2.0 Magazine* has named him one of the "foremost business gurus of our times," and the World Technology Network has cited Don as an "innovator most likely to create visionary 'ripple effects'." *Inc. Magazine* cited Peppers & Rogers Group as an annual Web Awards winner for the innovative way the firm uses the Internet to leverage their collective expertise to service clients.

Don's expertise and clear, concise way of thinking places him in high demand as both a speaker and a management advisor with Fortune 500 executives and entrepreneurs seeking to identify their most valuable customers, increase customer satisfaction, and improve ROI and ROC.

Peppers' and Rogers' most innovative strategic thinking is embodied in their newest book, *Rules to Break & Laws to Follow*. Their 2005 publication of *Return On Customersm* (or ROC) advanced the concepts and tenets of business valuation to the next evolutionary stage, documenting the customer base as a revenue-producing asset for businesses, capable of driving a company's long-term economic worth. It climbed to the top 20 business books on Amazon, and was a top-ten business best-seller for 2005 with 800-CEO-Read. *Fast Company* named the book one of the 15 "most important reads" of 2005, and cited the book again in 2007 on their list of the 25 "Best Books" in business. *Return On Customersm* was also a finalist in the American Marketing Association Foundation's Berry-AMA Book Prize for 2006, for innovation and worldwide contribution to the professional field.

Don is a popular voice among editors and the media, both online and in print, and is the co-author, with Martha Rogers, Ph.D., of a series of international best sellers that have collectively sold over a million copies in 17 languages. *The One to One Future* (1993) was named by *Inc. Magazine's* editor, George Gendron as "one of the two or three most important business books of all time," and is considered by many as the bible of the CRM revolution. *Enterprise One to One* (1997), which received a five-star rating from *The Wall Street Journal*, shows how CRM

strategies and interactive marketing should be applied differently in different business situations. *The One to One Fieldbook* (1999), is a step-by-step guide to the mechanics of Peppers and Rogers Group's unique methodology for building customer relationships. *The One to One Manager* (1999) highlights the pioneers who dared to implement one-to-one strategies. *One to One B2B: Customer Development Strategies for the Business-to-Business World* (2001) made *The New York Times* Best Seller list within a month of publication, and provides detailed case studies on five major corporations that embraced a vision for the B2B customer relationship. The authors have also published the first-ever CRM textbook for university use in graduate level courses, *Managing Customer Relationships* (April 2004).

Don Peppers is also the author of *Life's a Pitch -- Then You Buy*, based on his career as a new business rainmaker for world-class advertising agencies, including Chiat/Day and Lintas:USA. He capped his advertising career as the CEO of Perkins/Butler Direct Marketing, a top-20 U.S. - direct-marketing agency.

Prior to marketing and advertising, he worked as an economist in the oil business and as the director of accounting for a regional airline. Don holds a Bachelor's Degree in astronautical engineering from the U.S. Air Force Academy, and a Master's Degree in public affairs from Princeton University's Woodrow Wilson School.

Speech Topics

One to One B2B

Having refined one-to-one principles in the consumer space in terms of databases, call center management and sales force automation, it's time to apply these strategies to the B2B world. Understand the critical differences B2B firms face when dealing with customer relationships, using case studies and best practice examples.

What Steps Produce a Successful 1to1 Implementation?

Learn what knowledge management and Intranet development can do to guarantee a closer relationship with your customers. Discover the support elements of a 1to1 initiative. Review your technologies, and learn from ROI examples (client case studies and internal case studies). Use your database to modify and personalize your products, prices, promotions, and other content to better meet user needs.

Re-Building the Company to Cut Costs and Increase Customer Value

The specifics for meeting your customer at every point of contact requires an audit of every system that captures customer data and provisions for a mapping strategy to support the findings of the audit. Call centers, email systems, distribution and logistics are just some of the systems that a one-to-one enterprise must challenge.

Privacy Issues in the Real Economy

Being customer-focused is not a destination for a firm, but a direction in which to point the business. Learn to gain your customer's trust and establish open dialogue. Apply best practices of privacy policies to your Internet and e-commerce planning, as well as throughout your demand chain.

The Future of Personalization

Had enough of junk mail and email that claims to be personal? Amid fears of identity theft and security concerns, personalization remains the key to profitability - when it's implemented appropriately. Examine the strategies and technologies that make personalization truly effective.