



Fred Reichheld is the founder of Bain & Company's Loyalty Practice which helps clients achieve superior results through improvements in customer, employee and investor loyalty. His pioneering work in the area of customer, employee and investor retention has quantified the linkage between value, loyalty and profits. According to The New York Times, "[He] put loyalty economics on the map." The Economist refers to him as the "high priest" of loyalty. And 1to1 Magazine calls him "the undisputed king of loyalty." He is the author of two books and seven Harvard Business Review articles on the subject.

Mr. Reichheld joined Bain in 1977 and was elected to the partnership in 1982. In addition to founding and leading the Loyalty Practice, he served the firm in a variety of roles including membership on its Worldwide Management, Nominating, and Compensation Committees. In January 1999, he was elected by the firm to become the first Bain Fellow--a half-time position that enables him to focus primarily on research and writing.

Mr. Reichheld is a frequent speaker to major business forums and groups of CEOs and senior executives worldwide. His work has been widely covered in The Wall Street Journal, New York Times, Fortune, Business Week and The Economist. His first book, *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value* (Harvard Business School Press, 1996) has become an international bestseller. His most recent book, *Loyalty Rules!: How Today's Leaders Build Lasting Relationships* (Harvard Business School Press) was published in September 2001. Fred Reichheld graduated with Honors both from Harvard College (B.A., 1974) and Harvard Business School (M.B.A., 1978).

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Speech Topics

- ☐ Peak Performance
- ☐ Motivation
- ☐ Management
- ☐ Leadership
- ☐ Employee Engagement
- ☐ Customer Service

