



Recognized as one of the world's leading authorities on customer-focused business strategies, **Don Peppers** is an acclaimed author and co-founder of the management consultant firm, Peppers & Rogers Group. His new company, CX Speakers, delivers workshops, keynote presentations and thought leadership consulting focused on customer experience topics.

Don Peppers' work routinely examines the business issues that today's global enterprises are grappling with while trying to maintain a competitive edge in their marketplace. In 2016, he released his 11th book, *Customer Experience: What, How and Why Now*, a collection of bite-sized essays offering insights and "how to" recommendations on building and maintaining a customer-centric business. It uses real-world examples to cover not just the central issue of customer experience, but also corporate culture, strategy, technology, and data analytics.

With business partner Dr. Martha Rogers, Peppers has produced a legacy of international best-sellers that collectively sold well over a million copies in 18 languages. Their first book, *The One to One Future* (Doubleday, 1993), was called by *Inc. Magazine's* editor-in-chief "one of the two or three most important business books ever written," while *Business Week* said it was the "bible of the customer strategy revolution." As a testament to this, Don Peppers and Martha Rogers were inducted into the Direct Marketing Association Hall of Fame in 2013. Peppers' and Rogers' ninth book together is *Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits* (Penguin, 2016). And in 2017, Wiley Publishers released the third edition of their graduate school textbook, *Managing Customer...*

Don Peppers

Speech Topics

- ☐ *Teambuilding*
- ☐ *Marketing*
- ☐ *Management*
- ☐ *Customer Service*
- ☐ *Customer Experience*
- ☐ *Communications*