



## Don Peppers

Peppers and Rogers Group



### CSA CELEBRITY SPEAKERS

Don Peppers is a founding partner of the Peppers and Rogers Group, the world's leading customer-focused management consulting firm. Accenture's Institute for Strategic Change ranked him as a top thinker and writer on management topics. He was also selected as a member of the International Direct Marketing's Hall of Fame.

**"The innovator most likely to create visionary ripple effects" World Technology Network**

#### In detail

He capped his advertising career as the CEO of Perkins/Butler Direct Marketing, a top twenty US direct marketing agency. A popular voice among editors and the media, he is co-author of a series of international best sellers that have collectively sold over a million copies.

#### What he offers you

By facilitating the identification of your most valuable customers, he sets the foundations for you to model effective customer focussed strategies. With a comprehensive path to increasing customer satisfaction you will have a crucial ingredient for developing a successful business strategy.

#### How he presents

Clarity is the name of his game; he strips out the jargon and gives you a tailored overview of the latest thinking.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.