



Don Peppers

Recognized for well over a decade as one of the leading authorities on customer-focused relationship management strategies, Don Peppers is an acclaimed author and a founding partner of Peppers & Rogers Group, the world's premier customer-centered consultancy.

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 listed him among their "Top 50 Business Brains," and 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." The World Technology Network has cited Don as an "innovator most likely to create visionary 'ripple effects'."

Don has a popular voice in the worldwide media, and has launched a video diary of his global business observations, entitled "Peppers Unplugged." His musings and cogent observations on issues of global import are available on his blog, "Strategy Speaks." His compelling and concise way of articulating his insights places Don in high demand as both a speaker and a management advisor. His counsel is regularly sought by Fortune 500 executives and entrepreneurs seeking to identify and retain their most valuable customers, increase customer satisfaction, and improve the financial results on the customer-facing side of their business.

With co-author Martha Rogers, Ph.D., Don has produced a legacy of international best-sellers that have collectively sold well over a million copies in 18 languages. Peppers' and Rogers' latest thinking is embodied in their newest book, *Rules to Break & Laws to Follow*, www.rulesandlaws.com—published in 2008, and named as the inaugural title to Microsoft's "Executive Leadership Series." This timely publication addresses the challenges of success in a world where networked customers and engaged employees may hold more power than the influence of your brand. The book further exposes the crisis of short-termism that is rampant in business today, and documents the path needed to grow out of this rut.

Their 2005 publication of *Return On Customersm* (or ROC) advanced these concepts, documenting that the customer base is 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 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.

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." *BusinessWeek* called it



“one of the bibles of new marketing.” Next, *Enterprise One to One* (1997), received a five-star rating from *The Wall Street Journal*. *The One to One Fieldbook* (1999) is a step-by-step guide to the mechanics and 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* made *The New York Times* best-seller list within a month of publication in 2001. The authors have also published the first-ever CRM textbook for university use in graduate level courses, *Managing Customer Relationships* (April 2004).

Previously, Don was 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. Prior to Madison Avenue, 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. He currently serves on the Board of Directors for Cicero, Inc. (CICN), and for privately held Jetera Precision Media. Don is on the Board of Advisors for Gridley & Co., the investment bank, and for blyk, the ad-supported mobile phone network in Europe.