



## Martha Rogers, Ph.D.

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

*Business 2.0* magazine named Martha Rogers one of the nineteen "most important business gurus" of the past century. The World Technology Network cited her as "an innovator most likely to create visionary 'ripple effects'." Martha's counsel and insight are regularly sought by Fortune 500 and Blue Chip executives. Her experience in documenting customer value, and her expertise in applying "out-of-the-box" thinking makes her equally popular among the global media, engagement planners, event organizers, as well as corporate and association leaders who are eager to learn more about customer-centric concepts and methodologies.

Dr. Rogers' thought leadership and presentations routinely focus on the business issues that today's global enterprises are grappling with, while trying to maintain a competitive edge in their marketplace. These include:

- Balancing long- and short-term goals by managing customer value
- Building stronger customer relationships and customer experiences
- What engagement, innovation and trust mean for the future viability of every business
- How to cascade the changes needed in an organization to build the value that customers create
- How to use increases in customer revenue and customer equity as the basis for compensation and reward
- Why and how to overhaul your business model before your competition (or channel partner) does it for you

Peppers' and Rogers' latest thinking is embodied in their newest book, *Rules to Break & Laws to Follow*, [www.rulesandlaws.com](http://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 Customer<sup>sm</sup>* 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.

Among the other best-sellers authored by Peppers and Rogers, their first—*The One to One Future* (Currency/Doubleday 1993)—was named by *Inc.* magazine’s editor, George Gendron, as “one of the 2 or 3 most important business books ever written” and is widely acknowledged as the bible of the customer strategy revolution.

Next, *Enterprise One to One*, received a 5-star rating from the *Wall Street Journal*. *One to One B2B* made the *NY Times* Business best-seller list within a month of its publication in 2001. The books have sold well over a million copies and appear in a total of 18 languages.

An Adjunct Professor at the Fuqua School of Business at Duke University, Dr. Rogers is the co-director of the Duke Center for Customer Relationship Management. She is widely published in academic and trade journals, including *Harvard Business Review*, *Journal of Advertising Research*, *Journal of Public Policy and Marketing*, and *Journal of Applied Psychology*. She has been named International Sales and Marketing Executives’ Educator of the Year. Dr. Rogers began her professional career as a copywriter and advertising executive, and earned her Ph.D. at the University of Tennessee as a Bickel fellow. At Peppers & Rogers Group, Dr. Rogers has led several large subscription-based research studies focusing on particular aspects of CRM. She serves on the Board of Directors for ClickSquared and eGlue.