

Don Peppers

Founding Partner, Peppers & Rogers Group

Recognized for more than 20 years as one of the world's leading authorities on customer-focused business strategies, Don Peppers is an acclaimed author and a founding partner of Peppers & Rogers Group, the world's premier customer-centric management consulting firm. *The Times of London* has listed Peppers among their "Top 50 Business Brains," Accenture has included him in its global list of the "Top 100 Business Intellectuals," and the U.K.'s Chartered Institute for Marketing put him on its inaugural listing of the "50 most influential thinkers in marketing and business today." Peppers recently claimed the spot as the most followed Customer Experience Influencer on LinkedIn with over 275,000 followers, as well as the title of the world's most influential authority on customer experience by Satmextrix.

Peppers has a popular voice in the worldwide media, and writes frequently as an "expert blogger" for *Fastcompany.com*. His thought leadership, keynote presentations, and executive workshops 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:

- Building stronger customer relationships, better customer experiences, and trust;
- Balancing long-and short-term financial goals by focusing on customer value;
- Engaging employees in order to create a stronger, more competitive corporate culture;
- Stimulating innovative thinking and benefiting from new ideas within a firm; and
- Dealing with social media, customer advocacy, and increasing levels of business transparency.

With co-author Martha Rogers, PhD, Peppers has produced a legacy of international best-sellers that have collectively sold well over a million copies in 18 languages. Peppers and Rogers' newest book, their ninth, is *Extreme Trust: Honesty as a Competitive Advantage*. It suggests that social networks and rapidly increasing transparency have combined to raise customer expectations regarding the trustworthiness of the companies and organizations they deal with. *Extreme Trust* follows *Rules to Break & Laws to Follow* and was named as the inaugural title to Microsoft's "Executive Leadership Series." This book addressed the challenges of succeeding in a world where networked customers and engaged employees hold immense power over your brand, making it doubly dangerous to succumb to the kind of rampant short-termism that characterizes many businesses today.

Among the other best-sellers authored by Peppers and Rogers, their first—*The One to One Future* (1993)—was named by *Inc.* magazine as "one of the two or three most important business books ever written," while *Business-Week* called it the "bible of the customer strategy revolution." *Enterprise One to One* (1997), received a 5-star rating from the *Wall Street Journal*. *One to One B2B* (2001) made the *New York Times* Business best-seller list within a month of its publication. And their 2005 book *Return on Customer* was named one of the 15 "most important reads" of 2005 by *Fast Company*, and cited again in 2007 on its list of the 25 "Best Books" in business. In 2011, the authors released an updated edition of their graduate-level CRM textbook, *Managing Customer Relationships*. In 2016, Peppers authored a new book titled *Customer Experience What, How, and Why Now*, which shares the secrets to building the best customer service with readers.

Previously, Peppers was a celebrated new-business rainmaker in the advertising industry and the CEO of a top-20 direct marketing agency.

