

Jackie Huba

Author and Customer Loyalty Expert

Jackie Huba is the co-author of two books on customer loyalty: *Citizen Marketers: When People are the Message*, which documents the emerging world of social media and how brands should begin to embrace a participatory culture. Besides being widely used at companies as an introduction to social media, *Citizen Marketers* has been adopted by college instructors as a tool for understanding the underlying nature of social media and what it means for marketing and public relations. Jackie's first book, *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*, explains how companies convert customers into evangelists who spread the word about products, benefits or value propositions. *Creating Customer Evangelists* has been translated into six languages and has become a strategic focus for companies around the world.

Named as one of the 10 most influential online marketers, Jackie co-authors the award-winning *Church of the Customer* blog. With more than 105,000 daily readers, it's ranked as one of the most popular business blogs in the world. Her work has frequently been featured in the media, such as the *Wall Street Journal*, *The New York Times*, *Businessweek*, and *Advertising Age*. She was a founding Board Member of the Word of Mouth Marketing Association.

She is an 11-year veteran of IBM, a graduate of Penn State University, a Pittsburgh Steelers fanatic and resides in Austin, Texas.
