



CXspeakers

DON PEPPERS

AN EXPERT ON THE CUSTOMER EXPERIENCE

THE BEST-SELLING BUSINESS AUTHOR, FACILITATOR AND SPEAKER



ABOUT DON PEPPERS

Recognized for 25 years as one of the world's leading authorities on customer focused business strategies, Don Peppers is an acclaimed author and cofounder, along with Martha Rogers Ph.D., of Peppers & Rogers Group. His latest endeavor is the formation of CX Speakers, LLC, a new company delivering workshops, keynote presentations and thought leadership consulting that is focused on customer experience topics.

Don attended the US Air Force Academy where he earned a B.S. in aeronautical engineering. After serving as an Air Force intelligence officer, he joined American Independent Oil Company as an economist in the oil industry. He then served as the director of accounting for Texas International Airlines, a regional airline. In the early 1980's, Don began working as a business development executive in the advertising world. In 1990, he became CEO of Perkins/Butler Direct Marketing, a division of Chiat Day. Peppers left Chiat Day in 1991 to found his own company, marketing 1:1 Inc., which later became Peppers & Rogers Group.

Don's work routinely examines the business issues that today's global enterprises are grappling with while trying to maintain a competitive edge in their marketplace. In 2016 he released his 11th book, *Customer Experience: What, How and Why Now*, a collection of bite-sized essays offering insights and "how to" recommendations on building and maintaining a customer-centric business. It uses real world examples to cover not just the central issue of customer experience, but also corporate culture, strategy, technology, and data analytics. Don has a very wide audience from very senior leadership (C-Suite) to anyone in charge of or impacting the customer experience, including marketing, sales, customer service and IT.

Don has been listed as one of the Top 10 customer experience influencers. In 2015, Satmetrix listed Don Peppers and Martha Rogers #1 on their list of the Top 25 most influential customer experience leaders. The Times of London included Don on its list of the "Top 50 Business Brains," and Accenture's Institute for Strategic Change listed Don as one of the 50 "most important living business thinkers" in the world.

HIS BANKING CLIENTS

Don has done several presentations and workshops for Banking clients around the globe focusing on building customer trust and creating a frictionless customer experience. Here is examples of his banking and insurance clients;

- Retail Banking: TD Bank, Ally Bank, Santander, HSBC, Australia National Bank, ANZ Bank, Deutsche Bank, Wells Fargo, Westpac, Akbank, Garanti Bank, Samba Financial Group, Standard Bank

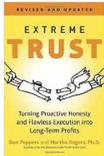
- Insurance: AXA, Nationwide, USAA, Kemper, Transamerica, National Council of Insurance Agents and Brokers



BOOKS BY DON PEPPERS

Don has produced a legacy of international CX best-sellers that collectively sold well over a million copies in 18 languages;

- Customer Experience: What, How, and Why Now (2016)
- Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits (2016)
- Managing Customer Experience and Relationships: A Strategic Framework (2016)
- Rules to Break & Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism (2008)
- Return on Customer: Creating Maximum Value from Your Scarcest Resource (2005)
- Managing Customer Relationships: A Strategic Framework (2004 and 2011)
- One to One B2B: Customer Development Strategies for the Business-to-Business World (2001)
- The One to One Manager: Real-World Lessons in Customer Relationship Management (1999)
- The One to One Fieldbook: The Complete Toolkit for Implementing a 1 to 1 Marketing Program (1999)
- Enterprise One to One: Tools for Competing in the Interactive Age (1997)
- Life's a Pitch: Then You Buy (1995)
- The One to One Future: Building Relationships One Customer at a Time (1993)



TESTIMONIALS



Don totally energized the room, got everyone excited and made them think about how technology is driving change in the customer experience domain. Case examples were perfect to illustrate his arguments and he added tremendous value to the conference. Thank you for sharing your expertise with the audience.

..... Smart Com

Don brings a fresh perspective and impactful insights around how to truly develop a meaningful relationship with your customers. His ideas and thoughts are practical and easy to understand. I value our partnership

..... Comcast

Excellent presentation..loved Don's ability to give examples throughout...He was entertaining but kept it relevant and valuable.

..... Center of Customer Engagement

We received some amazing feedback from the audience regarding Don's session and he also won the 'Most Engaging Speaker Presentation' award at our awards dinner. I'm sure we'll definitely be in touch to have Don as a speaker for us again.

..... Customer Experience Management 2017

