



# Prof. Merlin Stone

Authority on Relationship Marketing & Customer Care



## CSA CELEBRITY SPEAKERS

Merlin Stone is one of the UK's top marketing and customer management specialists. He is Research Director at WCL, specialist in change management and customer, citizen and stakeholder management. His research has focused on customer retention, CRM in the public sector, Web 2.0 in CRM, the impact of smart metering on CRM in utilities and governance of systems projects. He has directed several other companies in consultancy and customer information management. He recently held a senior post at IBM, where he contributed to improving how IBM used management research and other types of thought leadership to improve their systems selling.

**"One of the world's top 50 marketing thinkers" The Chartered Institute of Marketing**

### In detail

As author of numerous best-seller books on marketing, customer and financial services, he regularly publishes articles in the major national and international journals. He is co-editor and member of the editorial advisory board of the Journal of Financial Services Marketing, the Journal of Targeting, Measurement and Analysis for Marketing and the Journal of Interactive Marketing. He previously worked at Xerox in competitive intelligence, business planning and in supporting systems selling.

### What he offers you

Merlin Stone is one of the top authorities in changing organisational capability to meet the needs of customers and stakeholders. This includes key account management, sales and marketing management and delivery, customer relationship management (in particular strategies and tactics for attracting, retaining and developing customers of all kinds - from key accounts to consumers - cost-effectively), database marketing, call / contact centre management and customer service. He is also engaged in research into financial services and environmental issues, such as carbon management and trading.

### How he presents

Merlin speaks at many conferences and is a challenging and innovative thinker and critical commentator on changing capabilities in marketing, sales, service and IT. He is a frequent member of judging panels for industry awards in market research, IT and marketing. He shares proven methods of marketing to meet the needs of customers and stakeholders.

### Languages

Merlin presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

### Publications

#### 2004

Business Solutions on Demand

#### 2003

Guide to Interactive and Direct Marketing

#### 2002

CRM in Financial Services: A Practical Guide to Making Customer Relationship Management Work

The Customer Management Scorecard: Managing CRM for Profit Up Close and Personal

#### 2001

Successful Customer Relationship Marketing, with Bryan Foss.

#### 2000

Customer Relationship Marketing: Get to Know Your Customers and Win Their Loyalty

### Topics

- Sales and Marketing Management
- Organisational Capability
- Relationship Marketing
- Customer Care & Loyalty
- Customer Value Management
- Targeting High-Value Customers
- Customer Information Systems