



# Prof. Adrian Payne

Professor of Services & Relationship Marketing



CSA Celebrity Speakers Ltd

Adrian Payne is Professor of Services and Relationship Marketing and Director of the Centre for Customer Relationship Management at the Cranfield School of Management, Cranfield University. He has practical experience in marketing, market research, corporate planning and general management. His previous appointments include positions as chief executive for a manufacturing company and he has also held senior appointments in corporate planning and marketing.

"Adrian really knows how to explain the economics of customer retention"

## In detail

He holds degrees in Business Administration and Education and a Doctorate in Business Administration, Adrian is a Fellow of the Chartered Institute of Marketing, a Fellow of the Institute of Directors and a Fellow of the Institute of Business Administration.

## What he offers you

A globally recognised authority and writer on CRM, Relationship Marketing and Marketing Strategy, Adrian shows businesses the way they can profit in today's customer dominated markets.

## How he presents

Adrian educates and entertains audiences with his informative and lively presentations filled with real life examples and useful actionable information.

## Topics

Customer Retention Economics  
The Impact of IT on CRM and Marketing Strategy  
Planning in Service Businesses  
Strategic Marketing and Key Account Management  
The Role of M-Commerce in Transforming Relationships

## Languages

He 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.

## Publications

### 2006

The Handbook of CRM

### 2005

Marketing Plans for Service Businesses, Second Edition: A Complete Guide (with Malcolm McDonald)

### 2003

CRM: Perspectives from the Market Place

### 2001

The Handbook of Customer Relationship Management

### 2000

Creating Company for Customer

### 1999

Relationship Marketing: Strategy and Implementation

### 1998

Relationship Marketing for Competitive Advantage. Winning and Keeping Customers

### 1997

Marketing Planning for Services

### 1995

Advances in Relationship Marketing

### 1993

The Essence of Services Marketing