



Don Peppers

Peppers and Rogers Group



CSA Celebrity Speakers Ltd

Don Peppers is a founding partner of the Peppers and Rogers Group, the world's leading customer-focused management consulting firm. Accenture's Institute for Strategic Change ranked him as a top thinker and writer on management topics. He was also selected as a member of the International Direct Marketing's Hall of Fame.

"The innovator most likely to create visionary ripple effects" World Technology Network

In detail

He capped his advertising career as the CEO of Perkins/Butler Direct Marketing, a top twenty US direct marketing agency. A popular voice among editors and the media, he is co-author of a series of international best sellers that have collectively sold over a million copies.

What he offers you

By facilitating the identification of your most valuable customers, he sets the foundations for you to model effective customer focussed strategies. With a comprehensive path to increasing customer satisfaction you will have a crucial ingredient for developing a successful business strategy.

How he presents

Clarity is the name of his game; he strips out the jargon and gives you a tailored overview of the latest thinking.

Topics

- Mass Customisation
- Competing in the Interactive Age
- One Customer at a Time: the one-to-one future of marketing
- Long-term Leadership in a Short-term World
- CRM is Dead - Long Live the Customer
- Optimizing for Success

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 or e-mail us.

Publications

2005

Return on Customer: Creating and Maximising Value from Your Scarcest Resource

2001

One to One B2B: Customer Development Strategies for the Business-to-Business World

1999

The One to One Manager

1998

The One to One Field Book

1997

Enterprise One to One: Tools for Competing in the Interactive Age

1994

Life's a Pitch, Then You Buy



Don gave a very relevant and interesting presentation, delivered with power and energy. The audience was very pleased with the content - Independent Business Publishers

