

EXPERT RESOURCE PROFILE – DON PEPPERS

“Proactive honesty and flawless execution is the key to unlocking long-term profits”



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

In 2010, the Peppers & Rogers Group was acquired by TeleTech. Don lead the strategic consulting services arm of TeleTech for several years, strengthening TeleTech as the leading global provider of customer experience, engagement and growth solutions that it is today.

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. He recently 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.

With Martha Rogers, Peppers has produced a legacy of international best-sellers that collectively sold well over a million copies in 18 languages. Their first book, *The One to One Future* (Doubleday, 1993), was called by *Inc.* Magazine’s editor-in-chief “one of the two or three most important business books ever written,” while *Business Week* said it was the “bible of the new marketing.” As a testament to this, Don Peppers and Martha Rogers were inducted into the Direct Marketing Association Hall of Fame in 2013.

With nearly 300,000 followers for his regular postings of original content on LinkedIn, Don has been listed numerous times on LinkedIn as one of the Top 10 Marketing 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.

Prior to founding CX Speakers and Peppers & Rogers Group, Don served as the CEO of a top-20 direct marketing agency (Perkins/Butler Direct Marketing, a division of Chiat/Day), and his book, *Life’s a Pitch: Then You Buy* (1995), chronicles his exploits as a celebrated business rainmaker in the advertising industry. Before his career on Madison Avenue he worked as an economist in the oil industry and as the director of accounting for a regional airline.

He holds a B.S. in astronautical engineering from the U.S. Air Force Academy and a Master’s in Public Affairs from Princeton University’s Woodrow Wilson School. He is a competitive runner and happily married father of five.

Why 2020 Exchange

Don’s understanding in building a customer-centric business, coupled with his extensive experience in the field, shows a unique understanding of what drives customers despite the ever-changing landscape. His insights into the business issues that today’s global enterprises are grappling with, whilst trying to maintain a competitive edge in their marketplaces are what align Don with 2020 Exchange



Positons held

2016 - present	Co-Founder	CX Speakers LLC
1993 - 2016	Founding Partner	Peppers & Rogers Group
2000 - 2005	Board Member	Modem Media Poppe Tyson
1995 - 2005	Board Member	Double Click
1990 - 1992	President	Chiat/Day--Perkins/Butler

Publications

Customer Experience: What, How and Why Now

The One to One Future: Building Relationships One Customer At a Time

Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits

Managing Customer Experience and Relationships: A Strategic Perspective

Life's a Pitch: Then You Buy

Return on Customer: Creating Maximum Value from Your Scarcest Resource

1to1 Media

Customer Strategist

Qualifications

1972 - 1974 Masters in Public Affairs, Foreign Affairs, Princeton University

1968 - 1972 Bachelor of Science (BS), Astronautical Engineering