



Jill Griffin is an internationally recognized expert on customer loyalty. Her groundbreaking book, *Customer Loyalty: How To Earn It, How To Keep It*, gained business best-seller status in 1997. She was among the first to point out that even customers who are satisfied will readily switch suppliers for greater convenience or lower costs and that companies must do more than merely satisfy customers - they must engender loyalty.

Now available in second edition, *Customer Loyalty* is a Harvard Business School Working Knowledge recommended book and has been published in six languages.

Ms. Griffin is co-author of *Customer Winback*, deemed one of the 30 Best Business Books of 2002 by Soundview Executive Book Summaries.

Since 1988, Jill Griffin has served as president of Griffin Group, a customer loyalty research and consulting firm headquartered in Austin Texas. Clients served include Dell, Aramark, Southern Company, American Public Power Association, Ford, Microsoft, Hewlett Packard, Marriott, Days Inn, Western Union, and Scotland's Department of Tourism.

Ms. Griffin sits on the Board of Directors for Luby's Corporation, a New York Stock Exchange company with 135 restaurants and 7,000 employees across the Southwest. She serves on the Advisory Council for Mirabel Medical, developer of the world's first electrical impedance-based system for early detection of cancer in women under the age of 40. Ms. Griffin also serves on the Board of Advisors for Ensurety Group, an automotive services company, and mUrgent, a software company that provides online customer relationship management services to multi-site restaurant companies.

In her early career, Jill Griffin served as Senior Brand Manager for RJR/Nabisco's largest brand and as National...

Jill Griffin

Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Customer Service



Testimonials

"Jill hit the spot! Her presentation kept the audience engaged and thinking. Jill does a great job at breaking down the process and interaction(s) it takes in building loyal and profitable customers...and her examples are fun and exciting."

- Director of Marketing SoftBrands.

"I've had the opportunity to bring Jill Griffin to three different organizations as a presenter and each time she has been a major home run."

- President American Resort Development Association.