



Recognized for over 25 years as one of the world's leading authorities on customer-focused business strategies, Dr. **Martha Rogers** is an acclaimed author and co-founder, along with Don Peppers, of Peppers & Rogers Group. Her latest endeavor is the formation of CX Speakers, a new company which delivers workshops, keynote presentations and thought leadership consulting that is focused on customer experience topics. In 2015, Rogers founded Trustability Metrix, designed to help companies understand how they are trusted by customers, employees and business peers.

Martha's counsel and insight are regularly sought by Fortune 500 and Blue Chip executives who are trying to crack the code on customer measurement and value, business strategy, trust, corporate culture, innovation, and the effect of emerging technologies. In 2015, Satmetrix listed her and Don Peppers #1 on their list of the top 25 most influential customer experience leaders. Business 2.0 magazine named Martha Rogers one of the 19 "most important business gurus" of the past century, and the World Technology Network cited her as "an innovator most likely to create visionary 'ripple effects.'"

With co-author and business partner Don Peppers, Rogers 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 customer strategy revolution."

Peppers' and Rogers' ninth book, is *Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits* (Penguin, 20...

Martha Rogers

Speech Topics

- Vision
- Innovation
- e-Commerce
- Customer Service
- Customer Relations Mgmt
- Communications

