



Martha Rogers

International Marketing Strategist, Co-Founder of the Peppers and Rogers Group

Dr Martha Rogers is an outstanding personality in the fields of managing customer relationships and interactive marketing. Together with Don Peppers she founded the Peppers and Rogers Group, a management consulting firm, recognised at the world's leading authority on customer-based business strategy.

As a leading expert, visionary and educator Dr Rogers helps companies to place themselves advantageously by demonstrating the rapidly growing variations of Marketing, Customer Service and Sales.

Martha Rogers began her professional career as a copywriter and advertising executive after her studies of Telecommunications and Marketing. She earned her Ph.D. at University of Tennessee as a Bickel fellow. Known as a "guaranteed standing ovation" for her groundbreaking lectures on 1to1 customer relationships, Dr. Rogers is an Adjunct Professor at the Fuqua School of Business at Duke University, where she spearheads CRM coursework at MBA level and serves as a co-director of the NCR Center for CRM Research and Learning at the Fuqua School of Business at Duke University. She is also a member of the Advisory Board of the Kelley School of Business at Indiana University.

With Don Peppers she founded the Peppers and Rogers Group. Today the Group has offices throughout the world. Clients include Hewlett-Packard, AT&T, Ford Motor Company, Banco Santander, First USA Bank and Lego.

Dr Martha Rogers is co-author of the revolutionary "The One to One Future" and a series of business books that further develop the unique one-to-one methodology espoused by the Peppers and Rogers Group. She is also widely published in the most important academic and trade journals covering business trends.

Acknowledged as thought leaders around the world, Don Peppers and Martha Rogers were recognised in 2001 by the World Technology Network as having played a significant role in developing the field of Customer Relation Management.

Martha is an outstanding speaker who inspires her audiences at corporate events around the globe.

TOPICS

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