



Tim Keiningham

This highly acclaimed authority on loyalty will stun you with groundbreaking insights which will give you a competitive edge

Book Buzz

“The idea of loyalty is more than a platitude, it is the foundation by which people develop successful businesses and happy lives. Anyone who seeks to cultivate loyal customers, employees and loved ones should ... mark it up as a reference guide.”

—Adrian Gostick & Chester Elton, *New York Times* bestselling authors

“Loyalty is a key ingredient in creating a high performance culture. Those leaders ... who can leverage the power of loyalty have a distinct home field advantage. *Why Loyalty Matters* is the first playbook of its kind.”

—David Kasiarz, Sr VP, *Global Compensation & Benefits, American Express*

“As the CEO of 2,400 employees ... veterans to boomers, Xers to Nexters, it is challenging to understand motivation and engagement. *Why Loyalty Matters* is a brilliant and thought-provoking book that not only identifies issues, but also provides real-life answers. In a complicated world, it is an excellent resource ...”

—Britt Berrett, *President & CEO, Medical City & Medical City Children's Hospital, Dallas, TX*

“This is a fun and fascinating book, that is almost impossible to put down, and it provides solutions to a critical problem. If you want to be a better friend, spouse, manager, employee, customer, citizen—or if you just want to be happier—please read this book!”

—Bruce Cooil, *Professor of Management, Owen Graduate School of Management, Vanderbilt University*

Timothy Keiningham is a recognized authority in the areas of service marketing and linking service improvement efforts to the bottom-line. A successful consultant and dynamic, in-demand speaker, Tim is also Senior Vice President & Head of Consulting for Ipsos Loyalty, one of the world's largest market research firms.

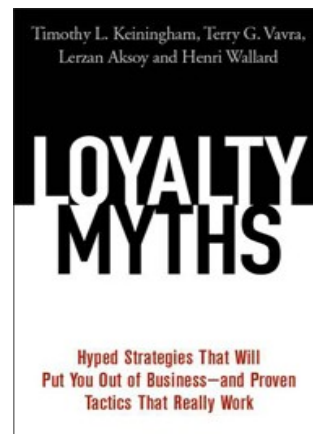
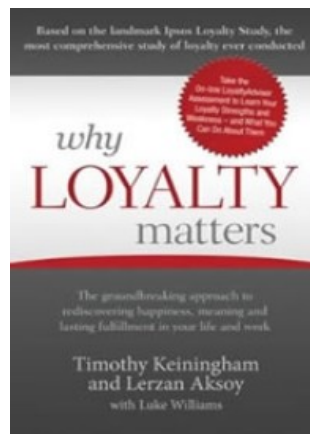
Tim is also a prolific author, having written or edited no less than eight books. He is co-author of the popular business book, ***Loyalty Myths: Hyped Strategies that Will Put You Out of Business—and Proven Tactics that Really Work***. The book was ranked #4 in the top business books of 2006 by The Globe and Mail newspaper in Toronto, and found its way on to numerous other “best lists.” The release in July 2009 of his next book, ***Why Loyalty Matters***, is greatly anticipated.

With a mission to help individuals unlock the power of loyalty to enrich their lives and strengthen their organizations, Tim has become a highly regarded speaker, addressing audiences across the country and around the world. He makes each presentation extremely compelling as he surprises audiences with well-research information which debunks many long-held assumptions about the role of loyalty in our professional and personal lives.

Tim has been recognized as having contributed one of the top twenty scientific papers in the field of marketing over the past 25 years and has received numerous scientific awards for his work, including:

- ♦ Marketing Science Institute/H. Paul Root Award from the Journal of Marketing for an article judged to offer the most significant contribution to advancing the practice of marketing
- ♦ Citations of Excellence “Top 50” Award from Emerald Management Review (for a paper deemed to be in top 50 of 20,000 papers reviewed)
- ♦ Outstanding Paper Award from the Managing Service Quality journal for two years in a row (2007 and 2008)

Tim is available for a variety of programs, from keynotes to workshops, which he customizes for each audience.



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