



## Larry Hochman

Globally Recognised Expert on Customer Relationships,  
Leadership & Talent Management



### CSA CELEBRITY SPEAKERS

Larry Hochman is one of the most popular keynote speakers in the world. He previously held a number of senior positions at British Airways and the loyalty management company Airmiles in both New York and London. A pioneer of corporate mentoring in Europe, he has been the personal mentor to many global Chief Executives. In his new book 'The Relationship Revolution', he argues that at this defining moment commercial success will not be determined by size. Instead, it will be determined by focus, and competence, execution and delivery. In an age where you're unlikely to win in the long-term by competing on price, and where products can easily be copied, customer relationships are your true source of sustained competitive advantage. To survive, he argues, businesses will need to focus on something that cannot be replicated by anyone else.

**"Putting the customer at the heart of everything that is said, done, promised and DELIVERED is the key to success of every enterprise." Larry Hochman**

#### In detail

His roles at British Airways included Director of Customer Service & Director of People & Culture. Larry was the first person in Britain to hold this title.

#### What he offers you

Larry Hochman uses his vast insights to help companies develop a competitive advantage by focusing attention on the needs of their customers and their people. His ability to spot future trends has turned his experiences and theories into tangible business successes around the globe. His presentation on Relationship Economics gives invaluable insights. Larry demonstrates the keys to succeed in the post-recession era and why more than ever your relationship skills will differentiate your business from that of your competitors. His many years of practical experience and hands on decision making at British Airways and AirMiles make his presentations truly unique.

#### How he presents

Articulate and charismatic, Larry is globally recognised as a leading authority on the future trends of customer relationships, leadership, business transformation, globalisation, talent management as well as developing effective people and culture in organisations. His presentations are inspirational and highly motivating.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.



Video