

Prof. Merlin Stone DPhil HonFIDM FCIM

Authority on Relationship Marketing & Customer Care

CSA CELEBRITY SPEAKERS

Merlin Stone is a leading expert on customer management and relationship marketing. He is currently Head of Research at Customer Framework where he contributed to the development of the customer management assessment methodologies. His main focus is improving customer experience, satisfaction, loyalty and trust as well as customer research and data analysis on customer retention. He is also well known for his work on thought leadership and public relations.

"One of the world's top 50 marketing thinkers" The Chartered Institute of Marketing

In detail

Since 2000, after a spell with IBM, Merlin added to his marketing work a range of activities as a senior analyst and researcher. He used his skills as an economist to write reports on financial services, on environmental and energy matters and on innovations in financial services, telecommunications and retailing. In parallel to his business career, Merlin has also pursued a full academic career, holding senior posts at various universities. He is author and co-author of many articles and thirty books on marketing and has received numerous awards and recognitions. He is on the editorial advisory boards of several academic journals in management.

What he offers you

Merlin shares proven methods of marketing to meet the needs of customers and stakeholders. His research findings and strategies on how to retain and manage customers successfully are invaluable for any organisation challenged in today's highly competitive global market.

How he presents

Merlin speaks at many conferences and is a challenging and innovative thinker and critical commentator on changing capabilities in marketing, sales, service and IT. His speeches are full of relevant and practical anecdotes.

Topics

- Customer Relationship Management
- Organisational Capability
- Success in Marketing
- The Role of Customer Service
- Sales and Marketing Management
- Governance in Business

Languages

Merlin 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.

Publications

2007

Managing Stakeholders in the Public Sector

2004

Business Solutions on Demand

2003

Guide to Interactive and Direct Marketing

2002

CRM in Financial Services: A Practical Guide to Making Customer Relationship Management Work

The Customer Management Scorecard: Managing CRM for Profit

Up Close and Personal

2001

Successful Customer Relationship Marketing

2000

Customer Relationship Marketing: Get to Know Your Customers and Win Their Loyalty