

# JoAnna Brandi

## BIOGRAPHICAL INFORMATION



JoAnna Brandi is the Publisher of the Customer Care Coach®, a weekly training program in the "The Art and Science of Exquisite Customer Care." She has been the President of JoAnna Brandi & Company for the last 16 years helping clients create Customer-Caring companies that Thrive! - Where the employees are motivated, the customers are loyal and the competitors are nervous.

She is the author of three books: "Winning at Customer Retention, 101 Ways to Keep 'em Happy, Keep 'em Loyal, and Keep 'em Coming Back", "Building Customer Loyalty – 21 Essential Elements in ACTION," and "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World"

Ms. Brandi began her career in relationship marketing over 28 years ago at CMP Media, a major trade publisher, in NY. There she developed the multi-million dollar Direct Marketing Services profit center where she built the first CMP database and the company's first on-line customer care system. She was instrumental in the founding of the on-site day care center. In 1989 she left CMP to form her own company.

Ms. Brandi has spoken for many industry groups such as the American Marketing Association, Direct Marketing Association, National Center for Database Marketing, Direct Marketing to Business, Inc. Magazine Conference on Customer Strategy, Inc. Magazine on Growing the Company, High Return Marketing Strategies, E Customer Care Summit, National Conference on Operations and Fulfillment, The Graduate School of Banking, World Conference on Customer Service, North American Conference on Customer Management, Business and Consciousness Conference and the Help Desk Institute to name a few.

She regularly speaks at private user conferences and corporate functions. She's been a regular columnist for many trade journals and has had dozens of articles published off and on-line. Her work has been cited in Fortune Magazine, Sales and Marketing Magazine, USBanker, The Executive Report on Customer Retention, Direct, the Retail Advantage, The Kiplinger Letter, Direct, DMNews, The Competitive Advantage, Customer Service Management, Sun Sentinel and Communications Briefings to name a few, and she is interviewed frequently. She is a senior fellow of the International Society for Strategic Marketing and has served as adjunct faculty at the University of Wisconsin, Madison and the Graduate School of Banking. For the last 9 years she has written a bi-weekly e-zine that is distributed worldwide. She is contributing author to "Inc. Guide to Superior Customer Service," and "Best Practices in Customer Service."

Ms. Brandi has developed seminars on Customer Care, Managing in a Customer-Focused Environment, Customer Focused Culture, Happiness and the "Inner Game of Customer Care." In her consulting practice, Ms. Brandi deals with a diverse group of clients facilitating positive change through customized processes and programs. She is a graduate of Dr. Martin Seligman's Authentic Happiness Coaching program and uses her knowledge of positive psychology in business. She is a founding member of the Positive Workplace Alliance International Forum and currently writing a book with that group. She is trained to train the Art of Empowerment, certified in NLP and trained in conscious languaging.

Clients include: P&O Containers, IBM, Lakewood Publications, Motorola, Citibank, K-III Press, Fiserve, Mita Copiers, MacLine, Matrix Systems, Results Media, NationsBank, Institutional Investor, Quick International Courier, Meredith Corp., Perle Systems Inc., Great American Business Products, Bank One, MCI, Make-a-Wish Foundation, Blue Cross/Blue Shield, PJM Interconnection, Duncan Aviation, Bank of America, Pivotal Systems, Primavera Software, Hunter-Douglas Window Fashion, MISO, Hammacher-Schlemmer, Comcast Cable, Chevron/Texaco, TEC Worldwide, Tuskegee University, Republic Security Bank, Smith's Food & Drug, Power 1 Credit Union, New England College, Accudata, PHH Vehicle Management, Wausau Financial Systems, Boston Private Banking, Goodwill Industries, PresGar Companies, Priority One Financial Services, Wells Fargo, Northern Safety, GTE and others.