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# About the author

Francis Buttle, PhD, is founder and principal consultant of Francis Buttle & Associates, a Sydney, Australia-based business that helps organizations become more skilled and successful at customer acquisition, retention and development. Francis has spent most of the last 30 years in various academic roles around the world. He has been a Professor of Customer Relationship Management, Professor of Marketing, Professor of Relationship Marketing and Professor of Management at a number of leading graduate schools of management, including Manchester Business School (UK), Cranfield School of Management (UK) and Macquarie Graduate School of Management (Australia). He was appointed as the world's first Professor of CRM in 1995, and remains an Adjunct Professor at MGSM.

Francis has authored, co-authored or edited seven books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences and a serial blogger.

Francis has developed, run or contributed to many management development programs, and has advised or consulted to numerous for-profit and not-for-profit organizations in the UK, Australia, USA, Hong Kong, Singapore and New Zealand.

Although he quit full-time academic life in 2006, he still supervises doctoral candidates and conducts customer-related research. Francis lives on Sydney's North Shore, is a qualified but reluctantly retired rugby union referee, enjoys cycling and kayaking, and rides a Suzuki.

Francis has degrees in management science, marketing and communication. His PhD was earned at the University of Massachusetts. He is an elected Fellow of the Chartered Institute of Marketing. He can be contacted at [francis@buttleassociates.com](mailto:francis@buttleassociates.com).