



2011 1to1 Customer Champions Revealed by 1to1 Media

15 executives honored for their customer-centric leadership

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(STAMFORD, CT, October 19, 2011) – 1to1[®] Media, the independent publishing division of Peppers & Rogers Group, announced its 2011 class of 1to1 Customer Champions. The 1to1 Customer Champions program recognizes executives who believe in treating customers in a way that builds loyalty and engagement while driving bottom-line results for their organizations. Now in its eighth year, the program honors 15 executives annually who use innovative approaches to instill customer-centric strategies throughout their organizations.

The 2011 honorees include:

- Ven Bontha, Director of Customer Experience, **CEMEX**
- Rich Brecht, Senior Contact Center Manager, **J&P Cycles**
- Mike Colbourn, Vice President and Director of Marketing, **Stowe Mountain Resort**
- Roger Curtis, President, **Michigan International Speedway**
- Susan DeLaney, Vice President, Customer Experience, **UPS**
- Tom Feeney, President and CEO, **Safelite AutoGlass**
- Dennis Fitzgerald, Vice President, Customer Satisfaction, **Yaskawa Electric America, Inc.**
- Stephen Jackson, Chief Information Officer, **Harry Rosen Inc.**
- Donna Lendzyk, Manager, Customer Loyalty, **SaskTel**
- Ingrid Lindberg, Customer Experience Officer, **Cigna**
- David Payne, Assistant Vice President, Contact Center, **Stancorp Financial Group Inc. ("The Standard")**
- Chuck Sliker, Senior Vice President of Operations Service, **Arby's**
- Jeffrey J. Smith, Vice President Operations and Loyalty Services, **Omni Hotels & Resorts**
- Tim Teran, Senior Vice President, Consumer Insights and Strategy, **Macy's Inc.**
- Jay Topper, Senior Vice President, Customer Success, **Rosetta Stone**

Martha Rogers, Ph.D., Founder of Peppers & Rogers Group, said that the 1to1 Champions advocate building long-term customer relationships to drive value to the business. "These 1to1 Customer Champions demonstrate that customer-centric leadership really pays off – both in the short term and over time," Rogers said.

"1to1 Media is committed to celebrating customer strategy best practices," added Ginger Conlon, Editorial Director of 1to1 Media. "1to1 Customer Champions demonstrate how much can be achieved by having a vision of customer success and seeing it through."

This year's 15 honorees join the nearly 100-member 1to1 Customer Champions community, an exclusive group of like-minded executives who have been featured as 1to1 Customer Champions over the past seven years. The members participate in webinars, roundtables, and networking events throughout the year to share their winning ideas and educate others about their success.

Stories profiling the 1to1 Customer Champions are featured across 1to1 Media publications, including The October 24th issue of *1to1 Magazine's Weekly Digest* and on <http://www.1to1media.com/links/champions>.

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About 1to1 Media

1to1 Media is dedicated to helping organizations realize the greatest value from their customer base. We provide resources that deliver relevant information on the latest thought leadership regarding customer strategy and marketplace trends. Our print, electronic and custom publications explore the best practices and trends from companies using customer initiatives to drive results. 1to1 Media is a division of Peppers & Rogers Group. www.1to1media.com

About Peppers & Rogers Group

Peppers & Rogers Group is a leading management consulting firm, dedicated to helping its clients improve business performance by acquiring, retaining and growing profitable customers. We solve business problems of our clients by delivering a superior 1to1 Strategy and removing the operational and organizational barriers that stand in the way of profitable customer relationships. www.peppersandrogersgroup.com

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