

Resume - Aki Kalliatakis



Aki Kalliatakis runs *The Leadership LaunchPad*, a business focused on customer loyalty and radical marketing that he founded in 1989. He assists companies to implement customised service and loyalty strategies, and is often invited to talk to various groups, and conduct seminars, workshops and training courses for his clients. He lectures on executive development programmes for a number of business schools of both local and international universities, although he knows that practical ideas are more important than academic theory.

With almost thirty years of experience in customer loyalty and customer management, (and sales and marketing,) his articles appear regularly in newspapers and magazines. He is a guest lecturer on senior executive programmes at various universities and business schools, both local and international, and a regular keynote speaker at major conferences.

In the 1990s, Aki co-hosted his own weekly radio talk show on Radio 702, "Aki's Consumer Line", with Mike Mills. Occasionally appears in various television and radio programmes, and has also published six books, *Delight Your Customers, Reflections on Delighting Your Customers, More Reflections on Delighting Your Customers, Reinventing CRM, Relationships First!*, and *Rugby On Saturday is Just Not Enough*. His next book, "Turning Frogs into Princes" will be published shortly. He has also produced and edited *The Complete Handbook for Delighting Your Customers*.

Aki has an Honours degree in Psychology, and participated in the MBA from Henley Management School in the UK. He is married with two sons.