

Access to Experts



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Dr. Keiningham is one of the world's most highly acclaimed loyalty experts. Dr. Keiningham is global chief strategy officer at Ipsos Loyalty, the largest customer satisfaction and loyalty measurement firm in the world. Dr. Keiningham is the co-creator of the Wallet Allocation Rule, a powerful tool designed to link customer satisfaction (and other common survey-based loyalty metrics) to the share of spending that customers give to the brands they use. The Wallet Allocation Rule was introduced in the Harvard Business Review and was awarded the NextGen Disruptive Innovation in Marketing Research Award. A prolific writer, Dr. Keiningham has authored and edited eight books. His most recent book, *Why Loyalty Matters*, provides compelling insight into how our loyalties, large and small, lay the foundation for our happiness, and determine the kind of world we live in. The book offers a comprehensive guide to understanding what loyalty is, what it isn't and how to unlock its power. His prior book, *Loyalty Myths*, was ranked as the Number 4 best business book of 2006 by The Globe and Mail newspaper (Toronto, Canada), one of the 30 best business books of 2006 by Soundview Executive Book Summaries, and was a 2007 finalist for the Berry-AMA Book Prize for Best Book in Marketing. Dr. Keiningham's research on the importance of loyalty has received over a dozen prestigious scientific awards, including: INFORMS Society for Marketing Science, top 20 most influential articles of the past 25 years, Marketing Science Institute / H. Paul Root Award from the Journal of Marketing for the article judged to represent the most significant contribution to the advancement of the practice of marketing (twice), Citations of Excellence "Top 50" Award (top 50 management papers of approximately 20,000 papers reviewed that year) from Emerald Management Reviews, Service Excellence Award (best paper) from the Journal of Service Research, Outstanding Paper Award (best paper) from the journal Managing Service Quality (twice). Dr. Keiningham received a BA from Kentucky Wesleyan College (USA), an MBA from Vanderbilt University (USA), and a Ph.D. from Staffordshire University (UK). An internationally renowned speaker, consultant, and author, Dr. Keiningham lives in the New York metropolitan area.

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