

# **Ernan Roman**

**President at Ernan Roman Direct Marketing**

Douglas Manor, NY, US

Marketing thought leader. Innovator in Relationship Marketing and Voice of Customer driven Marketing Best Practices.

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## **Biography**

Ernan Roman is President of the marketing consultancy, Ernan Roman Direct Marketing.

Recognized as the industry pioneer who created three transformational methodologies: Integrated Direct Marketing, Opt-In Marketing, and Voice of Customer Relationship Research.

Ernan was recently inducted into the Marketing Hall of Fame.

Clients include Microsoft, NBC Universal, Disney, Hewlett-Packard and IBM.

Ernan was named to "B to B's Who's Who" as one of the "100 most influential people" in Business Marketing by Crain's B to B Magazine.

His fourth and latest book on marketing best practices is titled: Voice of the Customer Marketing: A Proven 5-Step Process to Create Customers Who Care, Spend, and Stay.

Ernan is also the co-author of "Opt-In Marketing: Increase Sales Exponentially with Consensual Marketing" and author of "Integrated Direct Marketing: The Cutting Edge Strategy for Synchronizing Advertising, Direct Mail, Telemarketing and Field Sales."

Consistently rated among the top 5% of speakers at major conferences.

Have spoken at major conferences around the world, including the South African Direct Marketing Symposium in Johannesburg and Capetown, Arab Direct Marketing Forum in Jeddah, Hellenic Postal Service Direct Mail Symposium in Athens, Asian Direct Marketing Symposium in Hong Kong, IBM Worldwide Marketing Conference in London, Pan Pacific Marketing Symposium in Sydney, International Direct Marketing Conference in Paris, British Direct Marketing Day in London, and the McGraw-Hill International Direct Marketing Conference.

Frequent speaker at major United States events, including numerous Direct Marketing Association conferences, IBM's Marketing Management Workshops, the American Management Association, Microsoft's CRM Summit, and Microsoft's Small Business Symposium.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Market Research, Social Media

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## **Areas of Expertise**

Voice of Customer Relationship Research, Customer Engagement, Social Media & Multichannel Marketing, Relationship Marketing, Customer Experience Marketing

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## **Sample Talks**

### **2 Day Workshop Presented by the Direct Marketing Association: Customer Experience Marketing: 5 Steps to Ensure Success**

Join industry thought leader and recent Marketing Hall of Fame inductee, Ernan Roman at this new workshop designed to teach you the powerful 5-Step Relationship Marketing Process. You will learn proven strategies and tactics for achieving double-digit increases in customer engagement and revenue. Companies such as IBM, NBC Universal, Microsoft, HMS National, Life Line Screening, and Songza.com have achieved 10%-35% increases in sales using this process.

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## **Event Appearances**

### **Customer Experience Marketing: 5 Steps to Ensure Success**

2 Day Certification Workshop

### **Transforming Your Customer Experience: Learn 4 Essential Requirements**

Thought Leadership Session

### **Preference-based Social and Multichannel Marketing: Strategies to Help You Achieve Double-digit Increases in Response and Revenue**

Direct Marketing 2012 Conference

### **4 Strategies To Drive Your Social and Multichannel Success**

Direct Marketing 2012 Conference

### **The 3-Step Relationship Marketing Process: Increase sales 10–35% by generating customers who care, spend and stay**

Direct Marketing 2012 Conference

### **Personalization 2.0: Delivering the multichannel experience that Nurtures Engagement and Leads**

Target Marketing Webinar

### **Gilt Groupe: "Achieving Unprecedented Customer Engagement Through Personalization and Real-Time Service"**

Thought Leadership Session

**Achieving True Customer Engagement: The 5-Step Process for Increasing Sales 10-35%**  
Pre-Conference Workshop

**Achieving True Customer Engagement: The 5-Step Process for Increasing Sales 10-35%**  
Pre-Conference Workshop

**Ernan Roman and Leslie Reiser, from IBM speak on “What Customers Expect from Social Media Engagement...and How to Monetize It!”**  
All for One Marketing Summit

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## **Education**

**University of Edinburgh , Antioch and Fairleigh Dickinson**  
MBA Psychology, Marketing

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## **Accomplishments**

**Leading authority in Voice of Customer driven Relationship Marketing**

**Author of “Integrated Direct Marketing: The Cutting Edge Strategy for Synchronizing Advertising, Direct Mail, Telemarketing and Field Sales”.**

**Co-author of “Opt-In Marketing: Increase Sales Exponentially with Consensual Marketing”**

**Author of the widely read blog, “Ernan’s Insights on Marketing Best Practices”.**

**His latest book on marketing best practices is titled: "Voice of the Customer Marketing: A Proven 5-Step Process to Create Customers Who Care, Spend, and Stay”.**

**Named to “B to B’s Who’s Who” as one of the “100 most influential people in Business Marketing” by Crain’s B to B Magazine.**

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## Testimonials

### Erik Gershwind

"Ernan Roman proves that engaging the Voice of the Customer is the only way to drive your company's growth.

### Gina Scala

Ernan delivered a fantastic course that covered relevant and useful material.

Mr. Roman received high ratings from the attendees and was a great speaker. The attendees were engaged due to his keen ability for facilitating conversation and bringing excellent speakers and case studies to the session.

He is a master of this area (VOC) and it shows in his current examples and close monitoring of the marketing efforts of many industries.

We are lucky to have Ernan as part of the DMA Education instructional team - his positive and encouraging attitude made this course a safe and welcome learning environment for all attendees!

### Karen Galley

"Thank you, Ernan, for tuning us in to the inner voice of our customers! A deep understanding of our customers' needs and preferences is essential for our future growth."

### Mike Milligan

"Ernan Roman has captured the essence of what the most successful businesses are realizing, namely that Voice of the Customer drives the best marketing strategies and generates the highest results. By using VoC driven strategies, Xerox has deepened customer engagement to a level we never imagined possible.

### Judith Dutch

"We were able to boost average order size, improve our stickiness factor, and ultimately create more returning customers per Ernan's Voice of Customer-based recommendations."

### Don Peppers

"Ernan Roman's 'Wisdom of the Customer' methodology has achieved unprecedented results for cutting-edge marketers!"

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