

# **Stan Phelps**

**Chief Measurement Officer at 9INCH marketing**

Cary, NC, US

Makes Brands Remark-able

---

## **Biography**

Stan Phelps believes the longest and hardest 9 inches in marketing . . . is the distance between the brain and the heart of your customer. Helping brands successfully making that journey is his holy grail.

Stan is looking to change a paradigm in marketing. Focus on the customer and their experience, instead of the chasing the prospect. Drive value and give little unexpected extras through a concept called marketing lagniappe.

Author of the amazon Best Seller, "What's Your Purple Goldfish? How to Win Customers and Influence Word of Mouth."

---

## **Availability**

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

---

## **Industry Expertise**

Sporting Goods, Social Media, Consumer Services, Financial Services, Public Relations and Communications, Hospitality, Consumer Goods, Advertising/Marketing

---

## **Areas of Expertise**

Customer Service, Customer Experience, Word of Mouth, Marketing Strategy, Differentiation, Customer Retention

---

## **Affiliations**

CXPA - Member, AMA - Member, Born Toastmaster - Member, Special Spectatators - Advisory Board Member

---

## **Sample Talks**

### **Purple Goldfish: Creating WOW - The Little Things Make the Biggest Difference**

The keynote features lessons from the Amazon Best Seller, “What’s Your Purple Goldfish?” It will cover the ingredients of creating signature added value and the 12 different types of little extras such as the importance of follow up and how to handle mistakes.

**Key Takeaways:** The attendee will learn about customer experience and its impact on satisfaction, retention and word of mouth. They will be equipped with both concepts and relevant examples.

### **Green Goldfish: Improving Employee Engagement and Reinforcing Culture**

The keynote covers learnings from the Green Goldfish Project and the book, “What’s Your Green Goldfish?” We’ll review the 15 types of green goldfish, little extras for employees such as team building, flexibility, recognition and empowerment.

**Key Takeaways:** The attendee will walk away with the knowledge of the key drivers of employee engagement. They’ll be able to introduce actionable ideas for their teams, little things that will increase engagement and reinforce culture.

### **Golden Goldfish: Driving Loyalty and Retention with Top Customers / Employees**

Eighty percent of profitability / value is driven through the Top 20 percent of customers and employees. These are your top performers. The keynote examines the 9 different key drivers of overall performance from the Golden Goldfish Project.

**Key Takeaway:** The attendee will learn different actionable ways to recognize and reward these top constituents.

---

## **Event Appearances**

### **What's Your Purple Goldfish?**

#140 Montreal

### **Little Things Can Make a Big Difference**

Dialog Conference

### **Secret to Patient Satisfaction**

Future of Foodservice in Healthcare Conference

### **Lessons from the Green Goldfish Project**

#impact99

### **Tales from the Purple Goldfish Project**

UPIC Summit

### **Beyond the Shiny Object: Leveraging Technology in Experiential Marketing**

EventTech

### **Future of Paid, Owned and Earned Media**

Social Media Week

---

## **Education**

### **Marist College**

Bachelor of Science Business Administration - Marketing

### **Villanova University**

JD / MBA Law and Business

### **Harvard Business School of Executive Education**

Certificate Workshop: Achieving Breakthrough Service

---

## **Accomplishments**

### **Winner: Burning Question - Top Marketing Revolutionist**

The Purple Goldfish Project was selected to be presented at the 2010 Cannes Lions International Advertising Festival

### **CustomerThink #1 Author**

Awarded the #1 Author out of 300 on the leading site for Customer Experience, CustomerThink

---

## **Testimonials**

### **Mila Araujo**

Stan captivates audiences and delivers valuable insight in the form of engaging stories making people feel connected. He has great presence and energy and the feedback we got from his presentation was formidable. Not only did he share interesting information but the audience left inspired with new ideas for their own businesses. Inspirational, motivational – Stan kickstarts creativity for business people who want to better their business and take things to a new level.

### **Winston F.**

Stan is a master storyteller who understands what it takes to develop a core of raving fan customers and build the internal team necessary to keep them coming back for more. My only regret is that we didn't book him years ago.

**Michael K.**

From our survey results, you received the most positive feedback. Some comments of note were:

- Usable principles
- Superb ideas/ways of thinking
- Excellent, interesting speaker
- Informative/interactive/intelligent
- “Could have listened to him for another hour”

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)