

CURRICULUM VITAE

FRANCIS A. BUTTLE, Ph.D., F.C.I.M.



Dr. Francis Buttle is Honorary Adjunct Professor of Management (Customer Relationship Management and Marketing) at Macquarie Graduate School of Management, in Sydney, Australia and Founder and Principal of Francis Buttle & Associates. He has nearly 40 years of international experience in training, researching, consulting, writing, managing and teaching a broad range of marketing and customer management matters.

International experience Francis is an Australian citizen. He was born in England and has lived and worked on three continents: Europe, North America and Australasia. After periods in brand management and higher education in the UK, he joined the faculty of Massey University, New Zealand and served as manager of the University's Market Research Centre. He then moved into industry as marketing manager before becoming an independent consultant. Following a spell at the University of Surrey (UK), Francis moved to the USA, where he was a Visiting Scholar at the University of Massachusetts where he earned his PhD. On return to the UK he joined the faculty of Manchester Business School. He transferred to Cranfield University as Professor of Relationship Marketing before returning and taking up a sponsored position as the world's first Professor of Customer Relationship Management at Manchester Business School. He left MBS to take up a position as Chair of the Marketing Group and Professor of Management (Marketing and CRM) at Macquarie University's Graduate School of Management (MGSM), in Sydney, Australia. He quit his full-time role at MGSM to pursue consulting, research and other interests.

Qualifications Francis has been awarded a Ph.D. in communication from the University of Massachusetts, M.A. in Marketing from University of Lancaster, UK, and B.Sc. (Honors) in Management Sciences from Manchester Business School, UK.

Research Francis has published well over 300 items including 12 books and about 160 peer-refereed journal, conference and working papers. His recent research has covered a number of customer-related themes, including CRM, customer service, service quality, business-customer relationships, customer-generated word-of-mouth and customer complaints. He has directed over eighty dissertations and theses. He has supervised and examined about 20 students at Doctoral level. He has mentored academic colleagues, and has had oversight of the progress of over 100 PhD and DBA candidates. His latest book is the third edition of *"Customer Relationship Management: Concepts and Technologies"*. He continues to collaborate on research and writing projects with faculty at MGSM and elsewhere. His work has been cited over 9,800 times by other researchers. His Google Scholar record is available at <https://scholar.google.com.au/citations?user=HRXsr8gAAAAJ&hl=en>

Education and training Francis has developed and delivered many programs, courses and workshops at executive, doctoral, masters and undergraduate level. In recent years, he has focused particularly on customer service, customer relationship management, complaints management, customer satisfaction, services marketing and service quality.

Service. Francis was Director of Manchester Business School's full-time MBA program, Chair of the Marketing Group and briefly Associate Dean Research at MGSM. He served on the editorial boards Europe's two leading English-language marketing journals, and several others. He has also founded one journal. He continues to review papers and proposals for publishers and conference organizers. He has served as PhD examiner and assessed research proposals for government grants. He serves the business community through advising, consulting, participation in business associations, and as an occasional blogger and content provider to a number of customer-centric online communities. He created and built the LinkedIn group *Customer Complaints Consortium* that now has over 2400 members. He is an elected Fellow of the *Chartered Institute of Marketing*.

Consulting. Francis has consulted for many organizations in the private and public sectors in the last few years. Here is a sample in alphabetical order: Air Miles, Army Catering Corps, British Tourist Authority, Butterfly Group, CHEP (Brambles), DLA Piper, DNAML, European Patent Office, General Systems, Hewlett Packard, IBM, Kimberly Clark, Kinetic Ltd., KPMG, Maersk, Mars Electronics International, Monsanto, NIB, Rowntree Macintosh (Nestlé), Royal Air Force, Tapex, Telecommunications Industry Ombudsman, Vodafone, and the Wales Tourist Board.

Volunteering. Francis mentors university and college associates in Australia and New Zealand, delivers guest lectures, and is a board member of several not-for-profit organizations.

Contact. Email francis@francisbuttle.com.au; Phones Australia +61 (0)403 752 750, New Zealand +64 (0)22 410 8614; Skype francis.buttle