

## **Andrew Sobel Biographical Profile**

ANDREW SOBEL is the leading authority on client relationships and the skills and strategies required to earn lifelong client loyalty. He has written three acclaimed books on business relationships: *All for One: 10 Strategies for Building Trusted Client Partnerships*, *Clients for Life: Evolving from an Expert for Hire to an Extraordinary Advisor* and *Making Rain: The Secrets of Building Lifelong Client Loyalty*. He has also published over 100 articles and contributed chapters to four books on leadership, strategy, and marketing. *All for One* was recently voted one of the top 10 sales and marketing books of the decade by a major marketing publication.

Andrew has worked for nearly 30 years as both a strategy advisor to senior management and an executive educator and coach. His clients consist of many of the world's leading services firms. These include established public companies such as Citigroup, WPP, Xerox, Cognizant, and Lloyds Banking Group; and also many privately held professional service firms, including Booz Allen Hamilton, Towers Watson, Bain & Company, Ernst & Young, Fulbright & Jaworski, Deloitte, and many others.

His articles and work have been featured in a variety of national magazines and media, including *USA Today*, *The New York Times*, *Business Week*, *Investors Business Daily*, *Strategy+Business*, *Advertising Age*, *Business Law Today*, and the *Harvard Business Review*, and he has appeared on numerous national television programs such as ABC's *World News This Morning* and the *Fox Strategy Room*. One of his recent articles, "The Beatles Principles," was featured in major newspapers and media in over 20 countries around the world.

A former Senior Vice President and Country Managing Director with Gemini Consulting (formerly the MAC Group), Andrew lived and worked in Europe for 13 years, and speaks four languages. He graduated from Middlebury College with honors and earned his MBA from Dartmouth's Tuck School. He is president of Andrew Sobel Advisors and Executive Director of the Client Leadership Forum, a best practices forum of major services firms. Andrew has been married for 27 years and has three children. He can be reached at: <http://andrewsobel.com>.