

Andrew Sobel

Biographical Profile

Andrew Sobel is the leading authority on the strategies and skills required to earn lifelong client loyalty and build trusted client partnerships. The most widely published author in the world on this topic, he has written four acclaimed, bestselling books on business relationships: *Power Questions*, *All for One*, *Making Rain*, and *Clients for Life*. His newest book, *Power Questions*, shows how to use powerful, thought-provoking questions to win new business, build relationships and influence others. He has also published over 100 articles and contributed chapters to four books on leadership, strategy, and marketing. *All for One* was voted one of the top 10 sales and marketing books of the decade by a major marketing publication.

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

His articles and work have been featured in a variety of publications including *USA Today*, *The New York Times*, *Business Week*, the *Harvard Business Review*, *Strategy+Business*, and *Advertising Age*, and he has appeared on numerous television programs such as ABC's *World News This Morning* and the *Fox Strategy Room*. One of his 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 consortium of international services firms. Andrew has been married for 30 years and has three children.