

# Sandy Rogers



## THOUGHT LEADERSHIP



Lead author of  
*Leading Loyalty*

WSJ  
*Wall Street  
Journal Bestseller*

Sandy Rogers is the lead author of the *Wall Street Journal* bestselling book *Leading Loyalty: Cracking the Code to Customer Devotion*. He is also the founder and leader of FranklinCovey's Loyalty Practice, which helps organizations accelerate growth through improving customer and employee loyalty. FranklinCovey provides frontline teams with an accurate measure of their customer service each month, along with a process to deliver great service more consistently.

Sandy was previously a senior vice president at Enterprise Rent-A-Car. During his 14 years there, he and his team figured out how to accurately measure customer service at thousands of branches each month, and then improve it, helping to triple company revenue over 10 years. Their success inspired Fred Reichheld at Bain to create NPS — Net Promoter Score — now the global standard for measuring loyalty. In his time at Enterprise, Sandy led the marketing team to develop Enterprise's new logo, branch signage, and the "Pick Enterprise, We'll Pick You Up!" television campaign. He managed the turnaround of Enterprise's London England operation and later overall corporate strategy.

Before Enterprise, Sandy worked in marketing at Apple on the AppleLink product — Apple's online connection with dealers, developers, and Mac buyers. He began his career in brand management at P&G on the Orange Crush and Hires Root Beer brands. Sandy has a bachelor's degree from Duke and an M.B.A. from Harvard Business School. Today he lives in Palm Beach, Florida, with his wife, Laing.

# Sandy Rogers' Media and Speaking Appearances

## PRINT AND DIGITAL



## KEYNOTES



## PODCASTS AND RADIO SHOWS



## WEBINARS



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THO1944911 Version 1.0.2