



Customers For Life Consulting
A Company known by the Customers it keeps



Robert L. "Bob" Shaff
President, Customers for Life Consulting

Bob Shaff founded his firm, **Customers for Life Consulting** in 1992. *Customers for Life Consulting* is a marketing consulting firm, dedicated to helping clients improve customer and employee satisfaction, engagement, and loyalty. *Customers for Life Consulting* assists clients to get better faster than their competition by engaging their employees and by helping them to provide Remarkable Experiences for their customers.

Bob speaks on the topics of customer loyalty and Remarkability at corporate events and to companies seeking to improve customer loyalty and employee engagement. Bob is a member of the National Speakers' Association.

Prior to this, Bob was the Manager of Marketing Operations for IBM Corporation, providing sales and service support for IBM customers throughout Southern Arizona. During Bob's IBM career he held multiple sales and marketing management positions in the banking, finance, health, and government industry groups for IBM. As an IBM marketing representative, Bob earned selection as IBM's top salesman in the IBM Western Region.

Bob holds a Bachelor of Science degree in electrical engineering from the University of Arizona. He is a member and the past President of the Rotary Club of Tucson, past board president for Arizona's Children Association, and a past member of the Board of Directors for Goodwill Industries of Southern Arizona.

Bob and his wife, Lynda, have 3 grown sons, and reside in Tucson, Arizona. Bob enjoys playing racquetball and rooting for the University of Arizona Wildcat sports teams.



To improve Customer and Employee Loyalty in your Company, contact
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