

BIOGRAPHY for ROBIN LAWTON

Rob Lawton is an internationally recognized author, executive coach and expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has directed both strategic and operational improvement initiatives since 1985. Thousands of change leaders have used his powerful but easy-to-understand principles, strategies and tools to improve and measure service, knowledge work and customer satisfaction. He coined the term “customer-centered culture” with his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at www.Amazon.com). His fourth, 2017 book, is *Mastering Excellence: A Leader’s Guide to Aligning Strategy, Culture, Customer Experience and Measures of Success*. He has been published and referenced by other authors worldwide. His articles are available at <http://www.imtc3.com/library/articles.cfm> .

Mr. Lawton is an engaging keynote speaker, ranked #1 of 88 international speakers by ASQ and featured by leadership organizations such as the Japan Management Association, Chamber of Commerce, Federal Executive Board, Association for Manufacturing Excellence (AME), American Marketing Association (AMA), International Conference on ISO 9000 and many others.