

# Sandy Rogers

Loyalty Expert, Executive Leadership Consultant, and Speaker



## Topics

Customer Loyalty and Service

*Sandy is one of the most prolific minds on the topic of Customer Loyalty. He will change the very way your organization views the topic and will help orient your company towards winning loyal customers for life.*

Sandy Rogers serves as managing director of FranklinCovey's Customer Loyalty Practice, which is focused on helping large multi-unit operators in retail, healthcare, grocery, food service, lodging, and financial services accelerate growth through increased customer loyalty. FranklinCovey provides each location in the chain with an accurate and reliable measure of customer service, along with a process to improve service through more consistent front-line execution.

Before joining FranklinCovey, Sandy spent 14 years with Enterprise Rent-A-Car, most recently as Senior Vice President of Corporate Strategy. During his time at Enterprise, he led the turn-around of Enterprise's London operation; earlier he served as Vice President of Marketing and Business Development. He led the teams that developed Enterprise's consumer marketing strategy including the "Pick Enterprise... We'll Pick You Up" television campaign as well as the team that prepared ESQi, Enterprise's comprehensive internal system for measuring and improving customer service across their 7,000-branch global network.

Before Enterprise, Sandy began his career in brand management at Procter & Gamble and held marketing positions at Apple Computer. Sandy is an advisor to the board of Advance Auto Parts. He serves on the executive committee for Big Brothers, Big Sisters of Eastern Missouri and the leadership council for the Donald Danforth Plant Science Center.

## Accomplishments

- B.A., Duke University
- M.B.A., Harvard Business School
- Senior VP of Corporate Strategy, Enterprise Rent-A-Car
- Managing Director and Practice Leader, Customer Loyalty, FranklinCovey

To schedule Sandy Rogers  
Call **1-888-554-1776**



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