



## Chip R. Bell

*Exclusively Represented by the Washington Speakers Bureau*

Chip R. Bell is founder and manager of the Dallas office of the Chip Bell Group, a confederation of highly seasoned consultants around the country who collaborate to help organizations build a culture that supports long-term customer loyalty. Prior to starting the Chip Bell Group in 1980, he was Director of Management Development for NCNB, now Bank of America. Dr. Bell holds graduate degrees in organizational psychology and human resource development from Vanderbilt University and the George Washington University. He was a highly decorated infantry unit commander in Viet Nam with the elite 82nd Airborne Division

Chip is the author or co-author of several best-selling books including Customer Loyalty Guaranteed, Magnetic Service, Service Magic, Customers as Partners, Managers as Mentors and Managing Knock Your Socks off Service. His newest book is the national best-selling, Take Their Breath Away: How Imaginative Service Creates Devoted Customers.

His articles have appeared in an array of trade and professional journals including Leadership Excellence, Customer Relationship Management Journal, Leader to Leader Magazine, Sales and Marketing Management, Bank Marketing Journal, CustomerThink, Quality Digest, Harvard Business School Management Update and many others. His work has been featured on CNBC, ABC, CNN, Fox Business Network, Bloomberg TV, NPR and Reuters and in the Wall Street Journal, Fortune, USA Today, Entrepreneur Magazine, Inc. Magazine, Fast Company Magazine and Business Week.

Chip logs over 100,000 air miles a year speaking to organizations on long-term customer loyalty. He has served as consultant and/or trainer to such major organizations as IBM, Microsoft, Hertz, GE, Bank of America, Motorola, Marriott, Pfizer, McDonald's, Ritz-Carlton Hotels, USAA, 3M, State Farm, Eli Lilly, Lockheed-Martin, Harley-Davidson, Infiniti, Verizon Wireless, Allstate, CVS/Pharmacy, Universal Studios and Victoria's Secret.