

# Partnership Perspectives

**Session Chairman**

**David Garza**

Director of International Sales  
Viakable S.A. de C.V., Mexico



Good afternoon,

We will have three very interesting presentations coming up. First we will have the presentation on “Managing Profitable Customer Relationship”, which will be presented by Prof. Werner Reinartz. He is a Professor of Marketing at the University of Cologne, Germany, and an Associate Professor of Marketing at the INSEAD on the European Campus. His research interest focuses on the area of customer relationship management, marketing strategy, service strategies and distribution channel management. His research on measuring and managing lifetime value of customers has received some of the highest international awards in the marketing discipline. He was the recipient of the 2009 Varadarajan Award for Early Career Contributions to marketing strategy research. He was also the recipient of the JIM Award for the best paper published in the Journal of Interactive Marketing during 2008 and numerous other awards.

Prof. Reinartz has been engaged in research projects with a number of international companies, such as IBM from USA, the Cora Group in France, ABN/Anro from the Netherlands and also Metro in Germany. He has also done executive training programs for many Fortune500 companies and Euro-Stoxx50 companies as well. His book on „Customer Relationship Management“ is a standard textbook in this field and he is a member of the Customer Executive Board of Vodaphone and he is also on the Executive Advisory Board of several European companies. He holds a PhD in Marketing from the University of Houston (USA), an MBA from Henley Management College (UK), and a Dipl.-Ing. in Agricultural Economics from Munich University of Technology (Germany). Please join me in welcoming Prof. Reinartz.