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Rob Rush, CEO of LRA Worldwide, to Participate in Thought Leader Panel at Frost & Sullivan Executive MindXchange Event

Rob Rush, a leader in the rapidly-growing consulting discipline of Customer Experience Management (CEM) and CEO of LRA Worldwide, Inc., has been invited to participate in the 8th Annual Sales & Marketing 2007, West; a Frost and Sullivan Executive MindXchange.

/24-7PressRelease/ - HORSHAM, PA, January 13, 2007 - [Rob Rush](#), a leader in the rapidly-growing consulting discipline of Customer Experience Management (CEM) and CEO of LRA Worldwide, Inc., has been invited to participate in the [8th Annual Sales & Marketing 2007, West; a Frost and Sullivan Executive MindXchange](#). He will be speaking as part of a panel titled "Sneak Peek into the Trends and Technologies of Tomorrow: Sales and Marketing Collaboration." The conference will run from January 21-24, 2007 at the Marriott Buttes in Tempe, Arizona; Rush's panel will take place on Tuesday, January 23rd at 3:30 PM.

Founded in 1961, Frost & Sullivan is a global leader in growth consulting via an integrated analysis of research, corporate best practices, training and corporate strategy. The company developed its Events division to provide senior-level executives from its network of clients the opportunity to learn more about marketplace threats, opportunities, trends and emerging strategies from experts across industry. The Executive MindXchange format allows Frost & Sullivan to leverage the knowledge of its own analysts, external thought leaders and the best practices of its client base in a powerful forum for networking and exchanging ideas. This is the 8th Annual Sales and Marketing event; its growth is evident in the quality of the speakers, as leaders from Hewlett Packard, Southwest Airlines, Yahoo and Walt Disney Parks & Resorts are scheduled to present.

"Rob Rush and LRA Worldwide are a great addition to our program," said Caryn Brown, the Director of Production for Frost & Sullivan's Events Division. "Rob is a recognized leader in [Customer Experience Management](#), and his point of view on the alignment between Sales and Marketing being a crucial leading edge in the customer experience is a valuable message for our attendees."

Ian Jacobs, a Strategic Analyst with Frost & Sullivan, will moderate the panel, which will present the emerging trends in sales and marketing collaboration according to the trio of Rush, Dave Brinkley from DataMentors and Kermit Yensen of the Massini Group. That group, in turn, will be questioned by industry thought leaders including Brian Krause of Molex Incorporated, Bradford Warner of EMBARQ Logistics and Scott Klene of Nelnet. In all, the 45-minute session is designed to be quick-hitting and participant-driven, allowing those in the audience a vibrant sneak preview of the sales and marketing landscape ahead.

"This is a great audience for our [Customer Experience Management](#) message," Rush explained. "Sales and Marketing are often those pushing the external 'brand promise' message out to the public; we are seeing more often that those same folks are being charged with ensuring that what gets promised, gets delivered. Those organizations that can align the 'promise' and the 'delivery' within Sales and Marketing first, and then across the rest of the enterprise, are going to be the ultimate winners in the customer experience-obsessed business landscape of the not-so-distant future."

For conference registration information, you can call Frost & Sullivan at 1.877.463.7678 or email executivemindxchange@frost.com. In addition, you can register [online](#).

About LRA Worldwide, Inc.

LRA Worldwide, Inc. is a leading consulting, organizational development and research company that specializes in Customer Experience Management (CEM). LRA helps companies and brands design and deliver the optimal customer experience across all key touch points using an integrated suite of services that measure and improve service quality, customer satisfaction, employee performance, loyalty, customer advocacy and profitability. LRA specializes in "operationalizing the brand" - turning brand promise and customer strategy into operational reality. LRA's CEM practice

areas include Customer Experience Strategy Design, Standards Development & Content Management, Organizational Development & Training, Research and Quality Assurance & Mystery Shopping; these are either deployed together in a strategic manner to continually monitor and improve the customer experience or deployed individually to address a specific client tactical need.

LRA's clients include some of the world's leading companies and brands in the hospitality industry and beyond, including Starwood Hotels & Resorts, Hard Rock Hotels and Casinos, the PGA TOUR, Albertsons Supermarkets, the NBA and First Niagara Financial Group. For more information, visit the company's Web site at www.LRAworldwide.com.