



Jim Karrh, Ph.D. helps business professionals, teams, and entire organizations lead more effective customer conversations—which in turn produces better customer relationships, stronger brands, and more growth opportunities.

Jim's business insights come from world-class marketing experience and training. He formerly served as Chief Marketing Officer of Mountain Valley Spring Company, building an integrated marketing and public relations program judged best in the global bottled-water industry.

A recognized thought leader in marketing and buyer behavior, Jim has served on the faculty of three universities. His research has been published in top peer-reviewed journals, and he is a frequent speaker at regional and national events.

As a consultant and coach, Jim has served clients on three continents including associations, small businesses, high-growth tech firms, North America's largest martial-arts organization, and several members of the Fortune 500. For more than a decade he has also served as a Consulting Principal with DSG, a top business-to-business sales enablement firm.

Jim is the author of *The Science of Customer Connections: Manage Your Message to Grow Your Business* (2019, Career Press). He is also an award-winning columnist for *Arkansas Business*, and a guest contributor to media outlets from *Entrepreneur* to the *Toronto Star* to the American Marketing Association's Executive Circle Blog. He also hosts The Manage Your Message Podcast, in which he and expert guests discuss business development, negotiation, networking, strategic planning, sales effectiveness, and other ways to grow one's organization.

Jim earned his MBA from the Fuqua School of Business—where his classmates elected him to be Class Speaker at graduation—along with bachelor's, master's, and doctoral degrees from the University of Florida. But Jim also knows you don't have to be a Ph.D., a professional speaker, an extrovert, or a brilliant conversationalist to bring your own story to life. You just need to follow a process he calls "Managing the Message."