

Curriculum Vitae

Steve Brubaker

Customer Care Partners Corp.
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Summary of Expertise:

Steve Brubaker is the CEO of Customer Care Partners Corp. The company provides unique solutions for businesses for improving relationships with customers. World-class customer experiences can only be achieved when internal team members themselves, feel valued and appreciated. Improving relationships with external customers begins with making sure the relationships within and throughout the organization are strong and secure.

Steve is the former Chief of Staff for InfoCision Management Corporation. In this position, he was responsible for staff-related issues, project details, serving as primary negotiator and managing internal and external communications.

Steve began his 30 year career with InfoCision in 1985 as a part time Communicator, while attending The University of Akron. He rose through the ranks of the organization and became responsible for implementing InfoCision's important operational processes throughout the company. He served as InfoCision's spokesperson for media-related news and public relations events and provided internal updates to make sure important developments were announced and promoted.

Under Steve's direction, InfoCision's department of regulatory compliance led the assessment of internal controls to ensure compliance with the myriad of federal and state regulations imposed on the contact center industry. Steve was directly involved with legal risk management efforts affecting the business strategies for InfoCision's clients. He and his team cultivated relationships with internal departments to develop, implement and audit controls throughout the corporation.

As a member of the Professional Association for Customer Engagement (PACE), formerly American Teleservices Association (ATA), Direct Marketing Association (DMA), International Customer Service Association (ICSA), Society of Consumer Affairs Professionals (SOCAP) and Sales and Marketing Executives Int'l. (SMEI), Steve worked to encourage other industry leaders to get involved both locally and nationally in promoting ethical business practices. He served on the PACE national board of directors for nearly two decades and was active in the PACE Self-Regulatory Organization (SRO).

Steve was a member of The Salvation Army Advisory Board in Summit County Ohio, Akron Public Schools Business Advisory Council, the Rotary Club of Akron, the Executive Advisory Board for The Taylor Institute for Direct Marketing at The University of Akron, The University of Akron Foundation Board, and is an alumnus of the Leadership Akron Program.

Steve has been awarded the PACE Telephone Professional of the Year Award, as well as the Call Center Pioneer Award from Call Center Magazine, which honors the significant accomplishments and contributions he has made in the industry. In 2006, He received the Lifetime Achievement Award from Technology Marketing Corporation.

In 2007 Steve was honored with a Distinguished Sales & Marketing Award from Sales & Marketing Executives International, and was awarded PACE's highest honor, the prestigious Fulcrum Award in recognition of his extraordinary contributions to the industry.

Steve received the 2012 Simonetti Distinguished Business Alumni Award, which is the highest honor bestowed by the College of Business at The University of Akron, and in 2014 was also honored with the Distinguished Alumni Award by the Honors College at The University of Akron.

As a frequent guest speaker for industry events, Steve has been featured both nationally and internationally. He has been part of the PACE Annual and Legislative Conferences, DMA Conferences and he was the Keynote Speaker for Worldwide Call Centers, Brazil.

Steve co-authored a chapter on direct marketing ethics in the book titled, *Direct Marketing in Action: Cutting Edge Strategies for Finding and Keeping the Best Customers*, which was honored as a finalist for The American Marketing Association's prestigious Berry Book Award in 2008.

He has also contributed to industry trade journals and publications, such as Customer magazine, Customer Inter@ction Solutions, DM News, DMA Insider, DMA Teleservices Council Newsletter, Fundraising Management, and Journal of the American Teleservices Association.

Steve wrote the book, *Taking Your Customer Care™ to the Next Level*, along with Nadji Tehrani, founder of Technology Marketing Solutions and its premiere publication, Telemarketing Magazine.

Customer experience has become a hot topic in recent years, and companies are pushing the message that they are keenly focused on CX. But for all the talk about the subject, there are very few organizations today delivering Next-Level Customer Care™.

Poor customer relations cost companies nearly \$41 billion each year, however the book illustrates that it is far less expensive to keep existing customers than it is to win and onboard new ones.

Taking Your Customer Care™ to the Next Level provides a blueprint for organizations today for how to strategically invest resources into existing customers, who as a result will stay loyal and even become advocates.

Published Articles:

How the Customer Experience Can Impact Your Business and What You Can Do for Best Results, Customer Magazine, Sept. 25, 2014;

Customer Experience: Contact Center Vital Stop in Customer Journey as Voice of Your Brand, Customer Magazine, June 5, 2014;

Three Crucial Takeaways from the Target Data Breach, Customer Magazine, Apr. 16, 2014;

Strengthen Your Message and Build Customer Loyalty by Keeping the Customer at the Heart of Your Big Data Efforts, Customer Magazine, Jan. 10, 2014;

Exceed Rising Customer Service Expectations, Customer Magazine, Oct. 2, 2013;

How to Achieve a Greater ROI in a Challenging Economic Market, Customer Magazine, Oct. 1, 2012;

Employing Creative Ways to Enhance Recruitment and Retention, Customer Interaction Solutions, July 2, 2012;

Employee Smoking Cessation, Contact Industry Space, Nov. 18, 2010;

New donor acquisition and long-term donor value, Contact Industry Space, Nov, 15, 2010;

Diversity is good for business, Contact Industry Space, Oct. 20, 2010;

InfoCision honored as nine-time NorthCoast 99 award winner, Contact Industry Space, Sept. 17, 2010;

Corporate Health and Wellness, Contact Industry Space, Sept. 2, 2010;

The Wins of Treating Staff Well, TMCnet.com, Aug. 2009;

Offshore Versus Domestic: Pros And Cons, Customer Interaction Solutions, Oct. 2004;

Books:

Steven Brubaker and Timothy J. Wilkinson, chapter 14 entitled “Ethics and Professionalism” in *Direct Marketing in Action: Cutting Edge Strategies for Finding and Keeping the Best Customers* (Praeger Publishers) (2007);

Steve Brubaker & Nadji Tehrani, *Taking Your Customer Care to the Next Level: Customer Retention Depends Upon Customer Care*, (AuthorHouse) (2015).