

Jonathan Copulsky

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Author and consultant whose career has been dedicated to developing and growing profitable customer relationships

If the customer is always right, then knowing and understanding your customer is the most vital aspect of your business. For almost 30 years, Jonathan Copulsky's career has been dedicated to developing and growing profitable customer relationships. Jonathan has helped clients design their "go-to-market" strategies; revise their channel strategies; create new market-based segmentation frameworks; establish analytically based customer loyalty programs; revamp their sales forces, call centers and database marketing efforts; rethink their service operations to take advantage of new technology-enabled capabilities; and integrate customer-facing organization forces in conjunction with mergers and acquisitions. In addition to his work with clients, Jonathan chairs Deloitte Consulting's Marketing Council and leads the firm's eminence efforts. Jonathan speaks and writes frequently on issues related to sales and marketing management. He has authored bylined articles for a number of publications, including Ad Age, Brandweek, Strategy and Leadership, and Sales and Marketing Management. He has been quoted in American Banker, Barron's, The Financial Times and The Wall Street Journal, to name a few. He recently taught a highly-regarded class on B2B pricing at University of Rochester's Simon Graduate School of Business and has spoken at many of the top-tier business schools. In addition, he is the author of a new book, Brand Resilience: Managing Risk and Recovery in a High-Speed World. Jonathan received a BA in History from Haverford College, where he was elected to Phi Beta Kappa. He received his MBA from Stanford University, where he was an Arjay Miller Scholar and the recipient of the Deloitte, Haskins & Sells Accounting Excellence Award. He has worked extensively as a volunteer with numerous not-for-profit organizations and currently serves on the Board of Chicago Public Radio.

Keynote, Moderator, Panelist, Workshop

Travel and Tourism, Consumer Services, Telecommunications, Consumer Goods, Media - Print, Media - Online, Media - Broadcast, Insurance

Brand Resilience, Brand Management

Brand Resilience

How can you protect your brand? By playing active and consistent defense. That starts with understanding how susceptible your organization is to brand sabotage ? and knowing how to reduce its likelihood and impact. Copulsky walks through his seven-step plan to brand resilience, which includes assessing your brand risks, detecting early warning signals, and adapting your defenses. He also draws on the experiences of today's well-known brands, helping keep you a step ahead of potential saboteurs.

Brand Resilience ? Managing Risk and Recovery in a High Speed World
World Brand Congress 2011

Brand Resilience: How to assess your brand risks, detect early warning signals
Bay Area Business Executives Meetup Group

Brand Resilience: Managing risk and recovery in a high-speed world
Social Media Masters

Building and Protecting Your Brand
Horizons 2011 Financial Marketer's Summit

Brand Resilience: Managing risk and recovery in a high-speed world
Social Media Masters

Brand Resilience: Managing risk and recovery in a high-speed world
Social Media Masters

Brand Resilience and Reputation Management in a High-Speed World
SES Chicago

Stanford University
MBA

Haverford College
BA History

Chair, Deloitte Consulting Marketing Council
In this role, Jonathan also helps lead Deloitte's eminence efforts.

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