

David L. Butler

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Expert in strategic research, leadership, and execution of customer service in the call center industry.

PROFESSIONAL EXPERIENCE (since 2001)

Founder and Executive Director, The National Association of Call Centers (NACC) **2005-present**
www.nationalcallcenters.org

- Created marketing plan and strategic partnerships for revenue generation
- Increases membership by 70% over eight months in founding membership year
- Published quarterly strategic *State of the Industry Reports* and *In Queue* newsletter
- Launched Gulf South Call Center Conference-successful in net revenue

Founder and Director, Call Center Research Lab (CCRL) **2004-present**

The University of Southern Mississippi, www.usm.edu/callcenters

- Led research teams' efforts in national strategic call center data collection and analysis
- Acquired funding for center operations and expansion, from 0 to over \$120,000 in operations in 1 year
- Strategic planning for research growth and launch of call center demonstration site

President, Butler and Associates: A Research Consulting Firm **2003-present**

- Strategic planning, evaluation, and execution of call center/customer service operations
- Expert witness testimony for call center cases
- Measuring performance to ensure return on investment in both cost and revenue centers

Director, International Development Program **2002-2005**

The University of Southern Mississippi

- Growth of program by 500% in three years
- Created and led national and international marketing efforts
- Increased revenue by 50% to \$1 million per year
- Created research teams to focus efforts into core competencies to improve program production

Assistant Professor, The University of Southern Mississippi **2001-present**

- Over \$2 million in external funding dollars
- Co-led the technology policy and development team
- Created and led three international overseas research trips to examine business and IT services (France, Ireland, and Belize)

PROFESSIONAL CALL CENTER PUBLICATIONS AND PRESENTATIONS

Author of the book *Bottom-Line Call Center Management: Creating a Culture of Accountability and Excellent Customer Service* (2004) and an additional ten articles and reports focusing on the call center industry. Scores of research presentations on the customer service and the call center industry.

EDUCATION

Ph.D., University of Cincinnati 2001, Aug.
Major: Economic Geography, Minors: Political Science, Economics
Master of Science, Texas A&M University 1996, Dec.
Major: Geography, Minor: History
Bachelor of Arts Texas A&M University 1994, May
Major: History, Minor: Geography