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David Butler, Ph.D. is the Executive Director of the National Association of Call Centers (NACC) (www.nationalcallcenters.org) a not-for-profit organization. Butler is also Director of the Call Center Research Lab (CCRL) (www.usm.edu/callcenter) at The University of Southern Mississippi where he is also a tenured associate professor. Dr. Butler has a doctorate in Geography from the University of Cincinnati, a Masters of Science in Geography from Texas A&M University, and a Bachelor of Arts from Texas A&M University. Butler is the author of *Bottom-Line Call Center Management: Creating a Culture of Accountability and Excellent Customer Service* (2004) and ten additional scholarly articles and book chapters. David has given expert testimony to the US House of Representatives regarding call center legislation, the National Commission to Ensure Consumer Information and Choice in the Airline Industry in 2002, and has been featured on CNN's and in scores of magazine and newspaper articles. Butler's present projects include unique *State of the Industry Reports* and best practices for members of the National Association of Call Centers.