

## Brief Resume - Aki Kalliatakis



Aki Kalliatakis is the founder of **The Leadership LaunchPad**, a business focused on consulting and training in customer loyalty and customer care for 23 years. His degree in psychology gave him the basis for understanding people issues at work, and after working in various human resources and marketing positions in a number of industries, he has focused exclusively on helping clients improve their customer management capabilities.

Together with many professional associates around SA, **The Leadership LaunchPad** assists clients to implement customised strategies for customer loyalty at all levels and for all functions. Aki is often invited to do keynote talks at local and international conferences, and conducts seminars and workshops courses for many global blue chip clients. (These include SAB-Miller, Mercedes Benz, KPMG, PG Glass, Avis, Nando's, Spar, Deloittes, Microsoft, Ranbaxy, Toyota, Liberty Life, PPC, MTN, Nashua Mobile, and Virgin Mobile.)

In addition, as a "closet academic," Aki lectures on various MBA and Executive Development Programmes at Wits University, Graduate School of Business (UCT,) and Henley Management College based in Reading in the UK.

As a keynote speaker, Aki dispenses practical advice for delighting customers, and his passionate, humorous and entertaining style reflects his childhood dream of playing in a rock band. He has published seven books, and regularly writes for management journals and magazines. He occasionally appears in South African television and radio programmes.

He is married with two young sons, and his hobbies include a passion for wildlife, nature and astronomy.

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