

## **Steve Wurzbacher**

steve@tenacity.com



Steve is a Principal with Tenacity<sup>®</sup>, Inc., the nation's leading client retention consulting firm. Tenacity's Clients for Life<sup>®</sup> client retention process is licensed by many premier services management and professional service firms in order to protect, retain and renew major B2B contracts. Today, Clients for Life protects over \$20 Billion in management services contracts around the world.

Steve was appointed an Executive-in-Residence at The Coles College of Business at Kennesaw State University in 2013. He and his partner John Gamble co-lead "*The Tenacity Center for Account Management and Client Retention*" at The Coles College, along with select KSU professors. The Tenacity Center provides a forum for engagement with individuals and businesses seeking to understand and apply best practice methodology to the management and retention of critical business relationships.

Steve joined Tenacity in 1994. Apart from the Founder, he is the firm's longest serving partner. Along with managing direct client engagements for Tenacity and teaching at the Tenacity Center, Steve is a featured speaker to companies and industry associations, is the co-author of the firm's three books, authors a weekly blog and manages key planning, brand development and communications functions for Tenacity.

Prior to Tenacity, Steve was Senior Vice President, Business Development for the Sports & Entertainment Division of Aramark Corporation in Philadelphia. He began his career with Procter & Gamble serving in a variety of roles and locations over a 12-year tenure. He has a BA Degree in Psychology from Randolph Macon College in Ashland, VA.

Steve is active in Faith / Work ministry, having authored several articles and spoken at Yale and other universities and general conferences. He has been a featured lecturer in the Flourishing 101 series from [www.flourishingthroughbusiness.org](http://www.flourishingthroughbusiness.org). Steve is also a Top 100 golf course rating panelist for a premier golf industry publication and a golf course design enthusiast.

He is married to Bonnie who, after retiring from a 28-year career at The Coca-Cola Company, now serves as Chief Resource Development Officer for World Vision International, a global NGO fighting poverty and advocating for justice and child protection in 100 countries. They have one son, Daniel who is both an executive and an experienced Captain in the global sailing industry, and a new grandson, Benjamin.