

## **John W. Gamble**

Johng@tenacity.com



John is the founder, and a Principal, with Tenacity, 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, the Clients for Life client retention process protects over \$20 Billion in management services contracts around the world.

He was appointed an Executive-in-Residence at The Coles College of Business at Kennesaw State University in 2013. He and his business partner Steve Wurzbacher 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.

John founded Tenacity in 1983. Along with managing direct client engagements for Tenacity and teaching at the Tenacity Center, John is a featured speaker to companies and industry associations. He is the co-author of the firm's three books and leads the firm's strategy and development efforts.

Prior to Tenacity, John was Vice President of Marketing for the Healthcare Nutrition Services Division of Aramark Corporation in Philadelphia. His background includes roles as Financial Analyst, Director of Financial Planning, Sales Vice President and Brand and Product management assignments for the Carborundum Company and the Kimberly Clark Corporation.

John has a BS in management and marketing from Robert Morris College in Pittsburgh, Pennsylvania and did his graduate work at SUNY in Buffalo, New York.

John is an avid fly fisherman, aspiring Blues bass player and private pilot, having accumulated 5000 accident / incident free hours in a number of high performance aircraft over a thirty-year flying career.

He is engaged to Kathleen Johnson, lives in Roswell, Georgia has three daughters and a growing number of grandchildren