

## Biography

Ron Kaufman is the world's leading educator and motivator for uplifting customer service and building service cultures.

Rated one of the "Top 25 Who's Hot" speakers by Speaker Magazine, Ron presents powerful insights and global best practices from working with clients on every continent for more than twenty years. His energetic keynote speeches and workshops have inspired millions.

Ron is author of the *New York Times*, *USA Today* and *Amazon.com* bestseller, *"Uplifting Service! A Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet"* and 14 other books on service, business and inspiration. He is also the founder of UP! Your Service, a company that enables organizations to build Uplifting Service cultures and enjoy a sustainable advantage.

Ron's obsession with results and practical action, and his extensive experience across industries, are distilled into proven methodologies to help clients consistently upgrade service performance and improve service culture.

Ron's unique approaches to learning and leadership include history-making events on the Great Wall of China, the Capitol Mall in Washington DC, and at St. Basil's Cathedral in Moscow. He has been featured in the *New York Times*, the *Wall Street Journal*, *USA Today*, *LIFE Magazine* and on TV.

Ron was first invited to Asia in 1990 by Singapore Airlines and the government of Singapore to create and launch a national service quality training organization.

He is a graduate of Brown University, USA with studies in France, London and Berkeley, California. He is a professional member of the Author's Guild, Global Speakers Federation and Association of Learning Providers.

Ron resides with his wife Jen and daughter Brighten on Singapore's East Coast, and travels extensively to share this vision: "A world where people are educated and inspired to excel in service."

"Service is the currency that keeps our economy moving. I serve you in one business, you serve me in another. When either of us improves, the economy gets a little better. When both of us improve, people are sure to take notice. When everyone improves, the whole world grows stronger and closer together."

Ron Kaufman  
Author and Founder  
UP! Your Service

