

Phil Dourado's

# CV

## 30-second version

### Developing leaders Sharpening customer focus

Phil Dourado consults with companies to help **develop leaders** and **sharpen customer focus**. He does this by creating and distilling inspiring but practical learning materials delivered over corporate intranets and by internal email. When he is not doing that, he is a B2B web content editor. When he is not doing that, he writes for a number of national newspapers and magazines. He has also edited two B2B journals.

He looks a bit like this:



But, when up against a deadline, he looks a bit like this:



# Phil Dourado's CV

## Two-minute version

### Leadership development

Phil is currently working with one of the world's largest companies to create a worldwide leadership development intranet for its thousands of leaders scattered around the globe. Phil is acting as overall content editor, creating and connecting short, bitesize leader nuggets that can be digested quickly by busy leaders and put into action immediately to improve their leadership performance.

The intranet features content created by Phil and colleagues and edited by him, plus a 'great practices exchange' that allows leaders to explain and swop their own practices with colleagues around the world.

Phil has worked in leadership development for seven years, including running a leadership development programme for a major bank's rising stars. He is lead author of the book *Seven Secrets of Inspired Leaders*, published by Capstone/John Wiley & Sons in 2005.

## Phil Dourado's CV

### Sharpening customer focus

Phil has become one of the UK's leading analysts and commentators on putting the customer at the heart of business, and uses his insights to help organizations improve their customer focus and get closer to their customers.

His expertise in this area comes from over a decade spent helping to define how organizations can become more customer-centred, through writing, editing and working in the fields of marketing, customer relations, customer service and the emerging field known as the 'customer experience'.

#### ***Phil's experience in this area includes:***

- Three years as editor of *Customer Service Management Journal* (now called *Customer Management Journal*)
- One year as founding editor of the US sister title *Customer Service Management Journal*
- Co-founder and five years as Editorial Director of [www.eCustomerServiceWorld.com](http://www.eCustomerServiceWorld.com)
- Created and delivered a series of 60-second 'customer inspiration points' for a major UK high street bank. These were delivered to the branches monthly via desktop intranet and used each morning to inspire the team huddle.
- I have also presented at and chaired the Leadership Stream of the *North American Conference on Customer Management* – the largest customer-focussed conference in North America

## **B2B Web Content Editing**

Phil is currently (2006) **Web Content Director** of the customer service/customer experience/customer management/CRM site <http://www.eCustomerServiceWorld.com> , which he co-founded in May 2000, and **Chief Editorial Officer** of the leadership development site <http://www.inspiredinsights.com> , which he started working for in April 2001.

## **B2B Magazine Editing**

Phil was launch editor of the US B2B journal **Customer Service Management**, which he edited for a year (April 1999-April 2000), and editor of its UK sister title, **Customer Management journal**, which he edited for three years (April 1997- April 2000).

## **National Journalism**

Phil has written on marketing, media, science & technology, IT, education, business, travel, motoring, property, social trends, innovation, celebrity interviews, leadership and other subjects for the **Daily Telegraph, The Independent, The Observer and Observer Magazine, Independent on Sunday and IoS Review, Daily Mirror, Daily Mail and, most recently, The Business (Sunday Business that was)**.

In the early 1990s he was asked to write for rival style magazines **Blitz** and **The Face** by their respective features editors and chose the wrong one. After he had written for Blitz for a year or so, it went belly up. He has never quite managed to be trendy or 'in' since.

He has also written for **Marketing, Campaign, New Statesman, New Scientist, GQ, Business Age magazine (column), Computing, Computer Weekly, Ideal Home, and other titles on both sides of the Atlantic** (from specialist magazines like **Teacher, Doctor, Management Consulting** and **Community Care** in the UK to **The National Inquirer!** in the US, when he was going through a tabloid phase (he's grown out of it now).

**Phil Dourado's  
CV**

**Other non-journalistic work**

As well as his leadership and customer focus development projects, among his other non-journalistic work, Phil has led a research project for the **University of Warwick's Manufacturing Group**, researching, editing and collaborating with the former Directors of Engineering at Rover and Rolls-Royce Aerospace and the ex-Head of Manufacturing at PA Consulting (all now Warwick Fellows), to produce a report on the future of customised manufacturing.

He also edited the annual **UK National Manufacturing Attitudes Survey** through the mid-1990s, an analysis of UK Manufacturing trends backed by the CBI's National Manufacturing Council.

His private sector clients have included: **Compaq** (before they were HP'd), **Computer Associates**, **Findlay Publications**, **Gartner Group**, **Intel**, the **McLaren Formula One Racing Team**, **Microsoft**, **Penton Media**, **Powergen** and **Sun Microsystems**.

His public sector corporate communications clients have ranged from: the **West London Training & Enterprise Council** (TEC), whose business plan submission to the government he edited, to **Hounslow College** and the **National Childcare Campaign**.

## Phil Dourado's CV

### How Phil works

Phil values long-term business relationships with companies and people whose thinking he likes, respects and learns from. He maintained his working relationship with **McLaren** for seven years, for example, and with **Penton Media** since the early 1990s.

He steers clear of ego-driven clients and has no time for corporate BS. Life's too short. Some clients have found him prickly to work with as a result. They're the ones he only works with once. Only one of his ex-clients has not come back to him subsequently, asking him to work with them again.

His longterm clients cite his ability to understand their business aims, get under the skin of what they are trying to communicate and the freshness of his thinking:

"Phil seems able to read our minds, know what we want to say and then express it in a way that even we find exciting. It's uncanny....I was very glad to be able to persuade him to work for us at the West London TEC and later when we set up the Inspired Leaders Network, to join us as its editorial director and web content editor. He gave us a communications edge".

***Phil Blackburn, former CEO, West London TEC, co-founder The Inspired Leaders Network.***

## Comments From Clients & Readers

“McLaren offered me some other person to write and produce the next newsletter. I think they were cheaper. But, I said it had to be you. Because no other journalist would liken our springs to the double-helix of DNA and make it work the way you did with our first newsletter. That was something. Brilliant. I trust you to bring our stuff to life. I didn't know the other guy.”

**Joe Frettloh, Eibach Springs, Germany**

(manufacturer of the McLaren F1 team's suspension springs until recently)

“Phil, I'm moving to the Sunday Times and wanted to just thank you for your brilliant writing for the Daily Mail...and to ask you to come with me.”

**Sue Douglas, on moving from the Mail to the Sunday Times**

“-----Original Message-----

**From:** Neil Wallace

**Sent:** 26 December 2001 17:11

**To:** Phil@eCustomerServiceWorld.com

**Subject:**

WHOEVER PUT THE "to unsubscribe....." PART ON YOUR EMAIL NEWS LETTER SHOULD BE SHOT!

WOULD I UNSUBSCRIBE FROM EATING, WOULD I UNSUBSCRIBE FROM BREATHING, WOULD I UNSUBSCRIBE FROM "EVERYBODY LOVES RAYMOND" AND "WHOSE LINE IS IT ANYWAY" ????

NOT”

## **Phil Dourado's CV**

### **Education, home, family...**

Phil grew up in West London (Shepherd's Bush), has a History degree from Selwyn College, Cambridge and a journalism qualification (Post-graduate cert.) from the London College of Printing, is married with two children and lives in North Oxfordshire.

His most boring and oft-repeated work anecdotes are the one that starts

*"Did I tell you about when Richard Branson rang me up once to complain about an article I had written on him in The Independent, and I thought it was my mate Bob pretending to be him..."*

and the one that starts

*"Did I tell you about when Paul Weller rang me up once..."*

He clearly does not get out as much as he should.

### **Contact Details**

**(Dir. Home Office)** +44 (0)1295 722615

**(E)** [PADourado@aol.com](mailto:PADourado@aol.com)

**Mailing Address:** 11 Greenhills Park, Bloxham, Oxfordshire, OX15 4TA

***Ends CV page 8 of 8***

***More comments from Clients and  
Readers Attached***



## More Comments From Clients & Readers

-----Original Message-----

**From:** Dawn Grover  
**Sent:** 03 December 2001 11:53  
**To:** Phil@eCustomerServiceWorld.com  
**Subject:** just to say thanks

Phil

just a quickie to say how fantastic I think your weekly inspiration pack is - I always learn something new, glean a new insight into something & have a laugh at the 10 second funny

Dawn Grover  
Customer Care Project Manager  
Information & Supporter Services  
Imperial Cancer Research Fund  
61 Lincoln's Inn Fields  
London WC2A 3PX

**From:** Yvette van Loon

**Sent:** 29 October 2001 13:05  
**To:** 'phil@ecustomerserviceworld.com'  
**Subject:** Start the week magazine

Hello Phil Dourado,

I just want to let you know that I really enjoy my Mondays! I'm a project manager, working at a Dutch CRM software developer and I will advise all my clients to subscribe to this online magazine. Because besides learning from the tips & tricks, it's also good for a good laugh at Monday morning.

Thanks and don't stop!

Yvette

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### AMYON

Yvette van Loon-van Beek  
Rozenburglaan 9  
9727 DL Groningen  
The Netherlands

: <http://www.amyon.com>

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## More Comments From Clients & Readers

-----Original Message-----

From: Dave Stone

Sent: 10 June 2002 18:06

To: Phil@eCustomerServiceWorld.com

Subject: Response to This Week's Start the Week

By the way, I really enjoy my Monday's much better with your email. I also share many of the items with co-workers. Keep up the good work.

David

David Stone

Binghamton University

Physical Facilities

FMS Operations Coordinator

Manager - Customer Service Center

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From: John Moore

Sent: 10 September 2002 13:36

To: Phil@ecustomerserviceworld.com

Subject: Just wanted to say Well Done Phil!

I get quite a lot of regular newsletters in my email. I'm not good at keeping up with them.

But I pretty much always read yours. Why?

Because it's well written

Because it's generous with sharing ideas

Because it's clear to me that you guys believe this stuff and it's not just about making money.

So well done Phil. Please keep it up!

Best

John Moore

[www.roundourhouse.com](http://www.roundourhouse.com)