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Media Contact:
Bill Bradley
Bottom Line Communications
bill@blcpr.com
Tel.:978/692-7422

Chief Customer Officer Council Welcomes Four New Members

Executives from Lawson Software, Pacific Gas & Electric, SumTotal Systems and UniSource Energy/Tucson Electric Power are latest to join elite organization of C-level customer advocates

LITTLETON, Mass., Aug. 23, 2010 -- The [Chief Customer Officer](#) (CCO) Council, the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs, announced today the addition of four new members to perhaps the world's most exclusive think tank for C-level business executives. They are Peter Quinn, CCO and VP of marketing operations at Lawson Software; Helen A. Burt, SVP and CCO at Pacific Gas and Electric Company; Patricia Lughezzani, CCO and VP, Global Customer Support; and Steven W. Lynn, VP and CCO at both UniSource Energy Corporation and Tucson (Ariz.) Electric Power Company. There are fewer than 300 CCOs in the world, and now roughly five percent are members of the CCO Council.

"Every business says it's committed to customer service and satisfaction, yet the vast majority of organization charts do not have a C-level executive in charge of this vital function, so you have to wonder how serious they really are in becoming customer centric," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "This select group of CCOs are true pioneers, and the CCO Council is the only place they can interact and recharge their batteries. It's commendable that the companies that Peter, Helen, Patricia and Steve represent recognize the contribution the CCO Council is making to elevate this important role in business strategy, helping members grow professionally, and most importantly, helping drive solid, customer-focused business results for their organizations."

Bingham defines a chief customer officer as an executive who provides the comprehensive and authoritative view of the customer and creates corporate and customer strategy at the highest levels of the company to maximize customer acquisition, retention, and profitability. CCO Council members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, resource library and other benefits of CCO Council membership.

For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8675.

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