

Insight on Coaching – Guest Bio

Rodger Stotz

Vice President, Managing Consultant, Maritz Inc.

Introduction

A speaker, author and business consultant to major corporations, Rodger Stotz is a vice president for St. Louis-based Maritz Inc. Rodger has developed a leading-edge approach for brand alignment – building the brand from the Inside Out. His research work in the early 90's resulted in the development of the Reward System Effectiveness Model, which created a methodology for assessing organizational reward systems.

Experience

In addition to his work with brands, for over 20 years Rodger has been consulting with companies on creating positive change, the assessment and design of reward systems, and organizational alignment. His client list spans a broad spectrum of industries including but not limited to – technology, automotive, financial services, telecommunications and consumer products. Specifically, Rodger has consulted with AT&T, IBM, GTE, Canadian National Railroad, Popular Financial Holdings, Corning, and many others

Education

- Rodger received his Master of Science degree from Purdue University and a Bachelor of Science degree from General Motors Institute.

Professional Affiliations, Publications and Recognition

As a Certified Compensation Professional, Rodger is a faculty member for World@Work (formerly the American Compensation Association). He also has earned the designation of Certified Performance Technologist with the International Society for Performance Improvement. He is on the Board of Trustees and the current Research Committee Chair of the Incentive Research Foundation, and holds designation of Certified Professional in Incentive Management from the Incentive Marketing Association. Rodger also chairs the Research Committee and serves on the Board of Trustees for the Forum for People Performance Management & Measurement at Northwestern University. Rodger's expertise and approach has been highlighted in:

- Internal Branding: Using Performance Technology to Create an Organization Focused on Customer Value, *Performance Improvement Journal*, October 2000
- Building Your Brand from the Inside Out, *Marketing Management*, July – August 2001
- Reward Your B Players, *Sales & Marketing Management*, May 2005

In addition, Stotz has authored and been featured in:

- A chapter on recognition for the *Handbook of Executive Compensation* (2001)
- Co-author of *Principles of Results Based Incentive Program Design* (2004)
- Leverage the Middle and Dramatically Improve Channel Partner Performance, *President & CEO Magazine*, September 2004
- Targeting Employee Incentives for Maximum Performance, *Workspan*, June 2006
- Four whitepapers: Human Performance, The Fundamentals of Motivation, and The Foundation of the Maritz Performance System, Through the Looking Glass: How the Employee Experience Mirrors (and drives) the Customer Experience