

## David L. Butler

100 South 22<sup>nd</sup> Avenue  
Hattiesburg, Mississippi, 39401  
Phone: (601) 266-4735  
Email: [David.Butler@usm.edu](mailto:David.Butler@usm.edu)

### PROFESSIONAL EXPERIENCE (since 2001)

Founder and Executive Director, The National Association of Call Centers (NACC) **2005-present**  
[www.nationalcallcenters.org](http://www.nationalcallcenters.org)

- Created marketing plan and strategic partnerships for revenue generation
- Increases membership by 70% over eight months in founding membership year
- Published quarterly strategic *State of the Industry Reports* and *In Queue* newsletter
- Launched Gulf South Call Center Conference-successful in net revenue

Founder and Director, Call Center Research Lab (CCRL) **2004-present**  
The University of Southern Mississippi, [www.usm.edu/callcenters](http://www.usm.edu/callcenters)

- Led research teams' efforts in national strategic call center data collection and analysis
- Acquired funding for center operations and expansion, from zero to over \$120,000 in operations in 1 year
- Strategic planning for research growth and launch of call center demonstration site

Vice President, Butler and Associates: A Research Consulting Firm **2003-present**

- Strategic planning, evaluation, and execution of call center/customer service operations
- Expert witness testimony for call center cases
- Measuring performance to ensure return on investment in both cost and revenue centers

Director, International Development Program **2002-2005**

- The University of Southern Mississippi
- Growth of program by 500% in three years
  - Created and led national and international marketing efforts
  - Increased revenue by 50% to \$1 million per year
  - Created research teams to focus efforts into core competencies to improve program production

Associate Professor, Tenured (2007), The University of Southern Mississippi **2001-present**

- Over \$2 million in external funding dollars
- Co-led the technology policy and development team
- Created and led three international overseas research trips to examine business and IT services (France, Ireland, and Belize)

### PROFESSIONAL CALL CENTER PUBLICATIONS AND PRESENTATIONS

Author of the book *Bottom-Line Call Center Management: Creating a Culture of Accountability and Excellent Customer Service* (2004) and an additional ten articles and reports focusing on the call center industry. Scores of research presentations on the customer service and the call center industry.

### EDUCATION

Ph.D., University of Cincinnati 2001, Aug.  
Major: Economic Geography, Minors: Political Science, Economics  
Master of Science, Texas A&M University 1996, Dec.  
Major: Geography, Minor: History  
Bachelor of Arts Texas A&M University 1994, May  
Major: History, Minor: Geography