



## Liz Roche

Associate

Liz Roche is an industry-recognized expert in customer engagement strategy, technology, and marketing with an obsession for customer success. With over 30 years of business strategy experience, she helps sales, marketing service and delivery teams ensure that client value predicted at the outset of a relationship is value received throughout the lifecycle journey.

Prior to joining ValueSelling, Liz was a director of global marketing at Pitney Bowes where she was responsible for developing and executing go-to-market strategies, and facilitated strategic, value-focused conversations with executives managing customer relationships for global brands.

Previously she held roles at Microsoft where she was responsible for defining consulting strategy and creating new IP and solutions related to Microsoft Consulting Services and the Dynamics solution portfolio, and at HP, where she was a distinguished technologist/strategist and responsible for bringing new consulting services to market.

As a former industry analyst at META Group, a technology research and advisory firm acquired by Gartner, Liz was a vice president of CRM and sell-side commerce and was instrumental in evolving the early customer relationship management category and best practices. Many of these concepts, foundational for customer engagement/customer experience thinking and instrumentation, are still considered best practice today.

Liz received an MBA from the University of Missouri and a BA from George Washington University.

**Contact:**

+1 201 978 1677  
liz.roche@valueselling.com  
Connect on LinkedIn



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