



CHRISTOPHER E. TATHAM, VICE PRESIDENT, ETC INSTITUTE

Education

M.B.A., Management, Kansas State University, 1996, first in class

B.A., Princeton University, Political Science/Economics, 1990, magna cum laude

Certificate of Proficiency in Latin American Studies, Princeton University, 1990

Professional Affiliations

Chair of the Citizen for Parks Sales Tax Initiative that resulted in the passage of a multimillion voter referendum for parks and recreation improvements

Strategic Planning Committee, City of Olathe, Kansas

Board of Directors, Olathe Chamber of Commerce

Parks and Recreation Board, City of Olathe, Kansas

Convention and Visitors Bureau of Olathe, Kansas

Market Research Association

Experience

Mr. Tatham is one of the nation's leading authorities on the development of qualitative and quantitative customer satisfaction research for state and local governments. During the past ten years, he has designed and implemented customer satisfaction assessments for more than 300 governmental agencies in 44 different states.

He has superior skills for planning and coordinating complex tasks that are required for the successful administration of comprehensive customer satisfaction research programs. During the past year, he managed more than \$2.5 million dollars worth of research projects with budgets ranging from \$2,000 to more than \$900,000.

Mr. Tatham is a highly skilled interviewer and focus group facilitator. His experience includes interviews with foreign cabinet members, Heads-of-State, ambassadors, and numerous leaders at all levels of government and business in the United States, Mexico, and Canada. His communication skills (both English and Spanish) are excellent and he is extremely successful at getting quality feedback. During the past year, he facilitated more than 75 focus groups and nearly 200 stakeholder interviews.

Recent presentations and talks given by Mr. Tatham to regional and national audiences include: "How to Increase Customer Satisfaction with Effective Communication," (American Waterworks Association Research Foundation - Washington, D.C.); "How Municipal Departments Can Implement Effective Customer Satisfaction Programs on a Limited Budget," (Government Training Institute of Kansas and Missouri); "Benchmarking Citizen Satisfaction with the Delivery of Governmental Services" (Mid America Regional Council - Kansas City, MO); "Best Practices in Community Survey Research," National Association of Counties - New Orleans).



His representative project experience is briefly summarized below:

Mr. Tatham originally developed and implemented ETC Institute's *DirectionFinder® Survey* in the late 1990s. Today, the survey allows more than 150 communities across the United States to objectively assess community priorities and customer satisfaction against regional and national benchmarks for a wide range of governmental services.

Mr. Tatham has managed surveys in more than 300 city and counties in North America, including 9 of the 20 largest U.S. cities and 11 of the 20 largest U.S. counties. Some of the large communities where he has managed surveys are listed below:

- Atlanta, Georgia
- Austin, Texas
- Broward County, Florida
- Buffalo, New York
- Colorado Springs, Colorado
- Columbus, Ohio
- DeKalb County, Georgia
- Denver, Colorado
- Detroit, Michigan
- Dupage County, Illinois
- Fairfax County, Virginia
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Fulton County, Georgia
- Harris County, Texas
- Houston, Texas
- Kansas City, Missouri
- Las Vegas, Nevada
- Long Beach, California
- Louisville, Kentucky
- Miami, Florida
- Miami-Dade County, Florida
- Nashville, Tennessee
- Norfolk, Virginia
- Oakland, California
- Oklahoma City, Oklahoma
- Providence, Rhode Island
- Riverside County, California
- San Antonio, Texas
- San Bernardino County, California
- San Diego, California
- St. Louis, Missouri
- St. Paul, Minnesota
- Tarrant County, Texas
- Tucson, Arizona
- Washington, D.C.
- Wayne County, Michigan
- Westchester County, New York



Transportation Research Experience.

Mr. Tatham also has a very comprehensive understanding or a wide range of transportation issues. In 2004, he presented an overview of best practices in customer satisfaction for departments of transportation at American Association of State Highway Transportation Official's national conference. Some of the large organizations for whom Chris has managed transportation related market research include:

- Colorado Department of Transportation
- Iowa Department of Transportation
- Kansas Department of Transportation
- Missouri Department of Transportation
- Oklahoma Department of Transportation
- South Dakota Department of Transportation
- South Carolina Department of Transportation
- North Carolina Department of Transportation
- Texas Department of Transportation
- CalTrans (California Department of Transportation)
- Southern California Association of Governments
- The Southeast Michigan Council of Governments
- U.S. National Park Service

Other Experience:

- Mr. Tatham has designed and managed **Employee Surveys/Organizational Health Assessments** for dozens of local governments.
- Chris managed a large international research project for the American Waterworks Association Research Foundation (AWWARF) that identified ways that water utilities and local governments can use communication strategies to increase customer satisfaction. The findings were published as a book in 2004.
- *Mr. Tatham has served as a political advisor and conducted survey research that led to voter approval of projects valued at more than \$2 billion during the past four years, including:*

Recent Publications on Customer Satisfaction Related Issues

- 'Ten Steps To Increase Customer Loyalty.' *Services*, Vol. 25, No. 5 (May), 2005.
- 'Increase Customer Loyalty in 10 Easy Steps.' *HVACR Distribution Today*, Winter 2004/2005
- 'Steps to Customer Loyalty.' *NAHAD News*, February, 2005.
- 'Inspecting What You Expect Keeps Customers Coming Back.' *e-Mhove*,
- 'Market Research: The Key to Creating Loyal Customers.' *Chemical Distributor*, 2005, Vol. 27, No. 1 (Jan.).



Current Position

Mr. Tatham is currently serving as ***Senior Executive Vice President and Chief Operating Officer*** for ETC Institute. Mr. Tatham is currently a senior manager for a 62-person, market research firm that specializes in the design and administration of customer satisfaction research for governmental, nonprofit, and private organizations. Areas of emphasis include: transportation, planning and zoning, parks and recreation, public safety, and utilities. Under his leadership as Director of Operations, the company's sales have increased by more than 1500% since 1996. The company was recently selected as one "One of the Best Places to Work in Kansas City" by the Kansas City Business Journal. ETC Institute also received the prestigious "Top 10 Small Businesses in Greater Kansas City" award from the Greater Kansas City Chamber of Commerce; the firm was selected from more than 1700 nominees