



# ROBBIE KELLMAN BAXTER

Keynote Speaker | Author | Strategy Expert



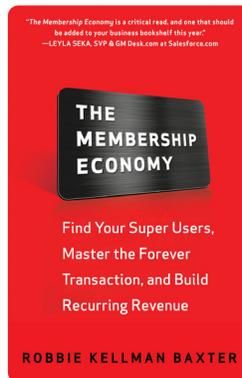
**"The shift to the membership economy is the most dramatic business change since the consumers harnessed the Internet. The question every leader must ask is, 'Am I going to compete in the membership economy or am I going to be left out?' "**

- Robbie Kellman Baxter

Robbie's programs center on how organizations and leaders can leverage principles of membership to drive strategic advantage, recurring revenue and loyalty. You will learn specific frameworks, strategies and tactics that can help you reinvent any kind of business into one where your customers are evangelists, your revenues are predictable and smooth, and your sales/retention/acquisition run on a virtuous cycle. Robbie will show you how to transition from a fee-based ownership model to an access-based membership model, and how to generate as many as six additional revenue streams beyond your core membership offering.

**Robbie's keynotes and workshops are always inspiring, engaging and actionable. Topics include the following:**

- How the Membership Economy is Changing Everything
- Beyond Subscriptions: Best Practices in Loyalty & Community
- 7-step Membership Economy Framework
- How the Membership Economy is Changing Customer Expectations
- What Your Organization Needs to Learn from the Membership Economy



## Robbie Kellman Baxter

Robbie Kellman Baxter is the founder of Peninsula Strategies LLC, a consulting firm founded in 2001 that helps companies excel in the Membership Economy. She is the author of *The Membership Economy* (McGraw-Hill, 2015).

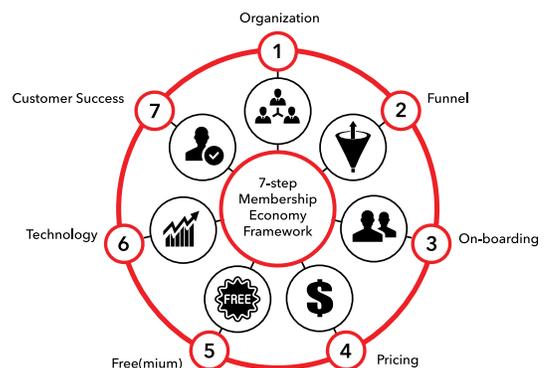
Her clients have included large organizations like Netflix, SurveyMonkey and Yahoo!, as well as smaller venture-backed startups. Over the course of her career, Robbie has worked in or consulted with clients in more than 20 industries.

Before starting Peninsula Strategies, Robbie served as a New York City Urban Fellow, a consultant at Booz Allen & Hamilton, and a Silicon Valley product marketer.

As a public speaker, Robbie has presented to thousands of people in corporations, associations, and universities.

Robbie has been quoted in or written articles for major media outlets, including CNN, Consumer Reports, The New York Times and the Wall Street Journal.

She has an AB from Harvard College and an MBA from the Stanford Graduate School of Business.





**PENINSULA  
STRATEGIES**

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"Robbie Baxter's book provides practical techniques and insightful new examples to guide organizations in building powerful, ongoing relationships with their members."

**Josh Silverman, President, Consumer Products and Services,  
American Express**

"*The Membership Economy* is a critical read, and one that should be added to your business bookshelf this year."

**Leyla Seka, SVP & GM Desk.com  
Salesforce.com**

"*The Membership Economy* is an insightful, research-based look at the strategies and tactics needed to develop, grow and maintain a membership-style program for customers. It is perhaps the best, most detailed source I've found on this subject to date, and it has very much changed the way I think about our own growing membership program. I can't recommend it enough."

**Mark Kupferman  
VP, Insights & Interactive Marketing  
Six Flags Entertainment Corp.**

"Robbie offers clear examples and straightforward advice how to achieve success in both the non-profit and corporate sectors."

**Howard L. Wollner, Chairman  
NPR Foundation**

"In '*The Membership Economy*', Baxter explains, illustrates, and advocates for this new way of doing business – you won't want to miss it."

**Bob Baxley, Head of Product Design and Research  
Pinterest**

"Robbie Kellman Baxter's practical advice will drive immediate results."

**Raphe Beck, Director of Alumni Relations  
Stanford Graduate School of Business**

"I brought Robbie in to speak to an audience that was all CEOs and she did a fantastic job. She was articulate, powerful, concise, entertaining, to the point, authoritative, and stimulating. Months later these executives remember Robbie and are using her material. Bringing Robbie in was one of the best decisions I made."

**Seth Kahan, Founder  
AssociationTransformation.com**

## **Partial Client List**

American Geophysical Union

Bicycle Product  
Suppliers Association

Cortera

CrownPeak

Egnyte

Intrepid Learning

K2 Software

Kurbo Health

Kurt Salmon Associates

National Restaurant Association

Netflix

News360

OpenGov

Oracle

SurveyMonkey

Transifex

Yahoo!