

Kathleen Diamonon

Managing Partner

The Turning Point Group

Kathleen is a widely published, passionate Customer Retention and Loyalty marketing thought leader. She sees customer retention as the way companies can have sustained growth "not by just talking about it but integrating it in every customer touch point.

Kathleen's extensive customer marketing experience and vivid imagination sparks the vision that characterizes the customer centric approach for delivering results for clients. She takes great pride in the company's 10 Steps to Creating Customer Passion, a approach based on many years of customer marketing.

With a degree from University of Texas and graduating in the top 5% of her class, Kathleen began her professional career in marketing and sales management at Continental Airlines where she helped launch OnePass. Prior to founding The Turning Point Group, Kathleen was Vice President of Marketing at United Way of the Texas Gulf Coast where she launched several new programs and was a member of the National United Way Branding team. Prior to United Way, Kathleen was Director of Customer Retention at Houston Cellular (now AT&T) where she created retention program adopted nationally by AT&T and BellSouth.

On the personal side, Kathleen is an active volunteer involved in numerous civic and non-profit organizations. She has served on the board of the Chicano Family Center (now Community Family Center).

Testimonials

"The success with Turning Point Group is a direct reflection of their ability to build collaborative teams that get results. The accolades keep rolling in."

Beth Sartori, Assistant Vice President, Marketing Communications, Memorial Hermann Healthcare System

"The Turning Point Group's services have helped us be more strategic in reaching new, profitable customers."

Sharon Messimer, Marketing Director, Memorial Hermann

"I have received several compliments from customers. The employees are floating!"

Rhonda Dishongh, Call Center Director, Memorial Hermann