

ROBBIE KELLMAN BAXTER BACKGROUND

CONTENTS

1. Biography
2. Peninsula Strategies
3. The Membership Economy
4. The Forever Transaction
5. Popular Speaking Topics
6. Latest News
7. Media Handles
8. Contact

BIOGRAPHY

Robbie Kellman Baxter brings over twenty years of strategy consulting and marketing expertise to Peninsula Strategies, a consulting firm focused on helping companies leverage subscription pricing, digital community and freemium to build deeper relationships with customers. Her clients have included start-ups and mid-sized, venture-backed companies as well as industry leaders such as ASICS, Netflix, Electronic Arts, Microsoft, the NBA and The Wall Street Journal.

Peninsula Strategies has advised nearly 100 organizations in over 20 industries on growth strategy. Robbie works directly with every client as a subject matter expert, strategic advisor and transformational guide.

A sought-after writer and keynote speaker, Robbie has presented at top Universities, Associations and Corporations, as well as to Corporate Boards and Leadership Teams around the world. She has created and starred in 10 video courses in collaboration with [LinkedIn Learning](#) on business topics ranging from innovation to customer success and membership.

Robbie is the author of [*The Membership Economy: Find Your Superusers, Master the Forever Transaction & Build Recurring Revenue*](#), a book that has been named a top 5 Marketing Book of the Year by Inc.com, as well as the forthcoming title *The Forever Transaction* (McGraw-Hill 2020). Robbie coined the popular business term “Membership Economy”. Robbie’s expertise with companies in the emerging Membership Economy extends to include SaaS, media, consumer products and retail and community organizations.

Prior to launching Peninsula Strategies, Robbie was a strategy consultant at Booz-Allen & Hamilton, a New York City Urban Fellow and a Silicon Valley product marketer. Robbie received her MBA from the Stanford Graduate School of Business and graduated with honors from Harvard College.

PENINSULA STRATEGIES

Peninsula Strategies is a strategy consulting firm focused on helping companies leverage subscription pricing, digital community and freemium to build deeper relationships with customers. Founder Robbie Kellman Baxter oversees every project. A consultant, speaker, and the author of *The Membership Economy*, Robbie is an industry insider and marketing guru who has worked with nearly 100 companies.

THE MEMBERSHIP ECONOMY (BOOK)

The “membership” business models of Netflix, Weight Watchers, and other industry giants revealed – *The Membership Economy* details how you can use them to lead your company to the top of the food chain. For decades, consumers and businesses have joined clubs, bought products, and accessed services using a subscription model. But it has only been in recent years that the model has been transformed and perfected through massive changes in technology. *The Membership Economy* shows how nimble companies that focus on ongoing, formal relationships over one-time transactions are thriving. By renting, lending, or offering access instead of just “ownership,” organizations can leapfrog industry leaders. In terms of strategic business models, this is one that allows for breakthrough growth. With great case studies from American Express, LinkedIn, CrossFit, Salesforce.com, SurveyMonkey, and more, this book will show you how to radically rethink how your organization can build loyalty, viral growth, and recurring revenue.

THE FOREVER TRANSACTION (BOOK)

From the author of the breakout bestseller *The Membership Economy* comes *The Forever Transaction*, a ready-to-use game plan for running a successful and sustainable subscription business. A veritable blueprint for success in the new membership economy, this book is a must-have for organizations of any size; it’s a true game-changer. Robbie takes readers through every step of the subscription business process – from initial start-up or testing of a new model, to scaling the operation for long-term growth and sustainability, to revamping your culture so everyone works together to optimize customer lifetime value. This book covers all the essentials like subscription pricing, Software-as-a-Service, digital community engagement, and freemium incentives as a way to turn casual browsers into cash-paying superusers. It also features first-hand insights into subscription superstars like Amazon and Spotify. Most importantly, readers can learn how to build lasting customer relationships that are the very foundation of business success – today, tomorrow and forever.

POPULAR SPEAKING TOPICS

- ❖ How The Membership Economy is Changing Everything
- ❖ Beyond Subscriptions: Best Practices in Building Loyalty & Community
- ❖ The 7 Principles of The Membership Economy
- ❖ Corporate Transformation in The Membership Economy
- ❖ Customer Success Secrets
- ❖ Building a Forever Transaction

LATEST NEWS

For the most current list of Robbie’s speaking engagements and samples of speeches, interviews, articles, and podcasts, please visit www.peninsulastrategies.com or www.membershipeconomy.com.

MEDIA HANDLES

- ❖ Facebook: [@membershipeconomy](#)
- ❖ Twitter: [@robbiebax](#)
- ❖ LinkedIn: [Robbie Kellman Baxter](#)

CONTACT

Please contact Robbie to schedule an introductory conversation at rbaxter@peninsulastrategies.com.