**Bob Phibbs** is an internationally recognized business strategist, customer service expert, sales coach, author of three books, and motivational business speaker.

In 1994, Phibbs founded his retail consulting company, The Retail Doctor, and created *SalesRX*, a strategic and done-for-you virtual training. SalesRX2022 has recently launched to prepare retailers for the new challenges of a waning pandemic. The firm specializes in working with retailers and brands who want to sell their merchandise more profitably. Clientele has included many of the *Fortune* 500, Brother, Hunter Douglas, Lego, and Yamaha.

One of the top retail influencers of 2018 and a Top Voice on LinkedIn, Phibbs is also an American Express merchant advisor, IBM retail futurist, and RetailWire BrainTrust partner. He hosts *Tell Me Something Good About Retail*, the #1 podcast for retailers who want to grow their business.

Phibbs has appeared on ABC, Fox, MSNBC, and PBS, and he and his work have been featured in articles in Entrepreneur, The New York Times, and The Wall Street Journal. He performs business makeovers for the Los Angeles Times and is a member of the National Speakers Association.

With over 30 years of experience, beginning in the trenches of retail and extending to senior management positions, Phibbs has been a corporate officer, franchisor, and entrepreneur. He received the highest increase in sales from South Coast Plaza, at that time the highest-grossing mall in the USA. He has worked with over a thousand retail executives and entrepreneurs to grow margins, improve customer service, and train employees.

In 2020, he earned the speaking profession’s highest earned designation, the CSP®, Certified Speaking Professional™, achieved by less than seven percent of speakers worldwide. Phibbs was awarded World Retail Forum’s Innovation Leadership Award 2020 in recognition of his efforts to help retail recover stronger from COVID-19 through his online training platform *SalesRX* and relentless messages of hope.