



Charles P. MacPherson

Founder, President
Charles MacPherson Associates

Charles MacPherson has been a world authority in Luxury Goods, Household Management and Butlery fields, for 26 years. Highly sought after internationally as a speaker, educator, trainer, consultant, and author, his clients include royal families, high net worth (HNW) residential individuals, hospitality, retail, corporate and professional associations.

EXPERIENCE & EXPERTISE

- Charles is fluent in both English and French.
- He is the founder of North America's only registered school for Butlers & Household Managers in Toronto, Canada.
- Multinational corporations who have sought Charles' expertise include: Louis Vuitton, Veuve Clicquot, Royal Bank of Canada, Ford Motor Company, Boston Consulting Group and Astellas Pharma Canada.
- JD Power and Associates Inc. attributed an increase of double digits in the level of Ford Motor Company Customer Service because of Charles' cross-country tours training 75% of their Customer Service advisers.
- Charles' experience with Astellas Pharma Canada included a Keynote presentation followed by individual consultations with their entire executive team.
- Training staff of royalty in the Middle East and teaching a Princess western Etiquette.
- Teaching protocol in the Middle East as a Master Trainer of the Protocol School of Washington.

SPEAKING ENGAGEMENTS

SOME OF HIS TOPICS INCLUDE:

- Understanding and translating luxury service in both hospitality and corporate environments.
- Translating the service expectations of HNW individuals and the luxury residential market to the private sector.
- Modern day manners and etiquette trends.





SPEAKING ENGAGEMENTS

TOPICS CONT:

- How to eat various difficult foods.
- How to run your household butler-style... without the butler.
- Successful client entertaining.
- How to pack and unpack your suitcase and travel tips.
- How to service the luxury customer successfully.
- Understanding the HNW and the UHNW client and what they want.

OTHER INITIATIVES

- Author, "The Butler Speaks"- published in Canada and USA in April 2013. The book was featured on the Globe & Mail's Best Seller List for 4 weeks. Over 100 interviews in North America. Now in its 4th printing.
- 2nd book, "The Pocket Butler"- released in April 2015.

IN THE MEDIA

- Expert contributor on Canada's leading daytime talk show, "The Marilyn Denis Show."
- House & Home magazine, 'shout outs' columnist.
- Radio appearances - CHUM FM Radio Toronto, Canada AM, CBC Radio Halifax "Noon Hour," and CBC Radio Montreal "Janique Le Blanc" (French).
- TIFF 2012 (Toronto International Film Festival) Toronto Star newspaper column on TIFF Etiquette.



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CELEBRITY EVENTS NETWORK

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President

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MORE PRESENTATION TOPICS

- How to hire and manage caregivers and domestic staff for your family.
- Training superior customer service.
- Business etiquette.
- Manners for teenagers.
- Global cross cultural skills for competitive advantage in business.



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