

EDINBURGH NAPIER UNIVERSITY

October 25, 2017

Sales Guru Neil Rackham Honoured at Graduations

World-renowned sales expert Neil Rackham received an honorary degree from Edinburgh Napier University on Wednesday, October 25, 2017.

Professor Rackham pioneered “consultative selling” and has been a consultant to executives at more than 40 of the US Fortune 500 companies. He has worked with bosses at a string of leading businesses, including IBM, Xerox, Microsoft and KPMG.

Based in America, the English-born psychology graduate has also produced a series of influential titles on sales and marketing. His business writing has been translated into more than 50 languages, and he has even turned his hand to poetry and science fiction in his spare time.



He joined hundreds of Edinburgh Napier students at a ceremony in the Usher Hall to receive an Honorary Doctorate of Business Administration. Professor Rackham said: “I am delighted and honoured to be recognised by the university in this way. I have a deep affection for Scotland, and have enjoyed working with Edinburgh Napier over the last two years to enhance its reputation as a learning environment for professional selling at a time when sales-ready graduates are much sought after.”

About Edinburgh Napier University:

Edinburgh Napier University, which takes its name from the brilliant 16th century mathematician John Napier, has more than 19,000 students from more than 130 countries. Its six Edinburgh-based Schools are spread across three campuses, and it also has transnational education partnerships in Hong Kong, China, India, Sri Lanka, Thailand, Singapore and Switzerland. Teaching programmes have strong links with industry, and more than half of the university’s research was recognised as world-leading or internationally excellent in the most recent Research Excellence Framework review. Through the Bright Red Triangle, the university offers a one-stop shop for extra-curricular innovation and enterprise activities.