

## Jeanne Bliss Introduction

Ladies and Gentlemen,

I'm pleased to bring Jeanne Bliss, the GODMOTHER  
of Customer Experience to our stage!

She speaks with us today from her deep knowledge gained  
from 35 YEARS TRANSFORMING COMPANIES; Where she's led  
companies to earn NINETY-EIGHT PERCENT LOYALTY RATES,  
across fifty thousand person organizations.

Jeanne is considered the PIONEER of the chief customer officer role,  
and an ARCHITECT OF THE CUSTOMER EXPERIENCE MOVEMENT  
that has impacted all of our work.

She is a FIVE TIME Chief Customer Officer,

a FOUR TIME best-selling author, and

CO-FOUNDER of the Customer Experience Professional's Association.

Please join me in welcoming our keynote speaker,

JEANNE BLISS!

## Jeanne Bliss Biography

**Jeanne Bliss helps companies and people become the best version of themselves.** She guides them to define, build and live the behaviors and actions that will fuse customers to them, and ultimately create deep and memorable relationships. Creating these deeper bonds has been Jeanne's singular mission for over 35 years. First, as the inaugural Chief Customer Officer at Lands' End, Coldwell Banker, Allstate and Microsoft Corporations. Then since 2002, guiding over 20,000 leaders around the world to understand that improving lives should be their most important strategic vision. She has shepherded a whole new breed of leader into the marketplace prepared to lead this change through her pioneering years as a practitioner, experience coaching global leaders, her four game-changing books, and as cofounder of the Customer Experience Professional's association.

In a marketplace that values congruence of heart (what you know is right) and habit (how you act), the memory of how you make people feel is the greatest currency of your brand. Having delivered over 1,500 speeches and workshops for nearly every business vertical in B2B and C2B companies, Jeanne helps leaders and organizations build the roadmap toward this deep and genuine customer experience that creates lasting memory and earns passionate advocates both inside and outside of your business.

**Jeanne Bliss is known fondly as the “Godmother” of customer experience.**

Visit Jeanne at [www.customerbliss.com](http://www.customerbliss.com)