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FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces Formation of Initial Five Committees

*Inaugural Working Groups and Their Leaders to Define and Drive
Fast-Growing Industry Group's Directions in Key Areas*

WAKEFIELD, Mass. – July 20, 2011 – The Customer Experience Professionals Association ([CXPA](#)) today announced its initial five committees and committee leaders responsible for driving the direction of the Association and the organization's member benefits.

Together with their newly named respective leaders, these [five committees](#) – Education, Marketing, Membership, Networking, and Professional Development – will have a large impact on the CXPA's evolution.

“As a CXPA [member-only benefit](#), being active in one of our committees provides a unique opportunity to share ideas with other customer experience professionals, utilize skills and expertise, and have a direct impact on advancing the CXPA's strategic initiatives,” noted Bruce Temkin, co-founder and chair of the CXPA and managing partner of the [Temkin Group](#). “Participation in committee work provides excellent visibility for an individual and their organization, plus offers a multitude of unsurpassed educational, career development, and networking opportunities for CXPA members.”

The inaugural CXPA committees and their corresponding leaders include:

- **Education Committee:** Establishes the education objectives and requirements and oversees resource delivery to CXPA members.
 - Susan DeLaney, VP of Global Customer Experience, UPS
 - Desirree Madison-Biggs, Director, Customer & Partner Experience Insights, Symantec

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- **Marketing Committee:** Advances the understanding and appreciation of the customer experience profession in the marketplace.
 - Cynthia "Cid" Rhomberg, VP of Corporate Marketing, Cardinal Health
 - Ben Watson, Principal, Customer Experience, Adobe
- **Membership Committee:** Builds support and awareness of CXPA and grows the membership and membership benefits.
 - Parrish Arturi, SVP of Customer Experience, Fidelity Investments
 - Kimberly Edmunds, SVP of Customer Operations, Cox Communications
- **Networking Committee:** Creates programs to enhance member-to-member engagement through social media, regional and national networking, in-person events, and mentoring.
 - Dawna MacLean, Consultant, Dawna MacLean Consulting
 - Mike Wittenstein, Customer Experience Designer and Managing Principal, Mike Wittenstein
- **Professional Development Committee:** Provides resources for leaders, job seekers, and recruiters to advance the profession.
 - Jerry Adriano, VP of Customer Experience, Sprint
 - Ingrid Lindberg, Chief Experience Officer, CIGNA

The CXPA offers membership in two categories: Individual and Corporate. Individual Membership is for customer experience professionals in the field. Corporate Membership is open to companies, government agencies, non-profits, educational institutions, tool providers and others offering goods and services related to the field of customer experience. Corporate Memberships provide an unlimited number of Individual Memberships to employees. Additional information about CXPA's membership structure, benefits and dues can be found at cxpa.org/join.

About CXPA

The Customer Experience Professionals Association is a global, non-profit organization dedicated to the advancement of customer experience management best practices. CXPA's members include individuals who develop, manage, optimize and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts and other stakeholders in the industry. CXPA Gold Sponsors include Adobe, Confront, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology and Vivisimo, and Clarabridge, Inc. and ResponseTek are Silver Sponsors. For more information, visit cxpa.org and twitter.com/#!/CXPA_Assoc.

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