WHO’S
of
WHO
of
CX
There is power in change, and people who choose a career in customer experience enter a discipline where their passion and perseverance combined with a tenacious ability to draw people together brings both incredible rewards and sometimes daunting challenges.

Throughout the world, a growing understanding and appreciation of the value and importance behind customer experience and a culture centered on the customer has garnered the spotlight. While many organizations are evaluating how this impacts their business, customer experience professionals with years of experience in the discipline are guiding companies through the strategic pillars that must be considered throughout the process.

Customer experience professionals play a critical role in facilitating communications across channels, “bringing the customer” into decisions across the company, encouraging employee engagement, and incorporate methodology to tell the customer's story and garner empathy and consideration from every level and business unit in the organization.

These professionals are driving business results across organizations to include:
- Reducing employee turnover
- Increasing customer retention by defining clear goals and value realization improving customer success with products
- Reducing acquisition costs by activating promoters and stimulating crowd sourcing
- Implementing engagement action plans after identifying disengaged client thereby increasing retention
- Improving digital channel preference to redirect call center contacts, reducing the cost to serve
- Generating increased sales through good user-centric design lowering drop-off conversions
- Identifying and solving critical problems by uncovering cross-functional blind spots

In this “Who's Who of Customer Experience” book we introduce you to the top customer experience professionals with advanced maturity and broad strategic knowledge in the discipline as determined by their ability to certify in the field. The Certified Customer Experience Professional (CCXP) is the industry-wide accreditation for practitioners to demonstrate the highest levels of knowledge in the field of Customer Experience. The CCXP is the recognized professional credential established by the Customer Experience Professionals Association (CXPA), the non-profit, independent association for customer experience professionals.

We would like to introduce you to this incredible body of professionals...
NICOLE AGUILERA, CCXP
Customer Experience Analyst, Mutual of Omaha
Twitter: @Aguilera3sons
LinkedIn: www.linkedin.com/in/nicoleaguilera

What is the best CX advice you've ever been given? CX is a balance of art and science - you can't be afraid to challenge the status quo and help everyone recognize the value of being customer-focused.

JULIA AHLFELDT, CCXP
Customer experience strategist and advisor, Julia Ahlfeldt CX Consulting
Twitter: @JuliaAhlfeldt
LinkedIn: https://www.linkedin.com/in/juliamartinahlfeldt/

How has being a CCXP helped you professionally? CX is a rapidly evolving field of work, but the CX professional community is still small in many international markets. Being part of the global network of CCXPs has enabled me to connect with, and learn from, some incredibly talented people. This networking and knowledge sharing has been an amazing resource for professional growth.

SOWARI AKOSIONU, CCXP
Founder/CEO, Invercer Customer Experience Management Company
LinkedIn: Sowari Akosionu

What is the best CX advice you've ever been given? CX is a journey, not a destination. I find this to be a very profound statement.
JONATHAN ANDERSON, CCXP
VP, Field Operations Customer Experience, Charter Communications
Linkedin: www.linkedin.com/in/jonanderson925

What is the best CX advice you've ever been given? Make time to share stories of CX successes with front line staff, senior management, and customers - let them know their feedback makes a difference!

BRIAN ANDREWS, CCXP
Senior CX Principal, Medallia
Twitter: @Loyaltyrocks
LinkedIn: https://www.linkedin.com/in/brian-andrews-b95786/

What is the best CX advice you've ever been given? It’s about customer emotions and being very intentional about how you are delivering the outcomes you desire.

JERRY ANGRAVE, CCXP
Director CCXP and ART, Empathyce Customer Experience
Twitter: @jerryangrave
LinkedIn: www.linkedin.com/in/jerryangrave

What is the best CX advice you’ve ever been given? The brand is what the brand does. So true, and a statement that has sparked many a conversation about what the brand stands for, what it promises and whether money is being wasted on creating unrealistic expectations.
PARRISH ARTURI, CCXP
SVP, Retail Service and Experience Delivery, Fidelity Investments
Twitter: @parturi
LinkedIn: in/parrisharturi
What is the best CX advice you’ve ever been given? Create a CX strategy and road map within the first 90 days and make sure to get wins early (and often).

SUE ATKINS, CCXP
Director, Connections Ltd
Twitter: @sue_a15
LinkedIn: linkedin.com/in/sueatkins1
What is the best CX advice you’ve ever been given? A clear and engaging vision is key to taking people along on a CX transformation journey. A high trust culture is key to support the experimentation needed to find the best ways of making the vision come to life daily through every customer experience.

BRIAN ATKINSON, CCXP
Leader, Collaboration & Customer Experience Solutions, Cisco
Twitter: https://twitter.com/batkinso
LinkedIn: https://www.linkedin.com/in/brian-atkinson-7051333/
What is the best CX advice you’ve ever been given? Do not over complicate customer experience, there are numerous easy wins which will have positive impacts on critical moments of truth for your customers.
SHERRIE AUSTIN, CCXP
Regional Sales Director, MaritzCX
Twitter: @sbaustin67
LinkedIn: https://www.linkedin.com/in/sherrieaustinhathhorn/

What's the best thing you've learned about CX throughout your career? You can find inspiration for CX best practices everywhere, so look outside your own industry and be open and creative!

MARGARET (PEG) AYERS, CCXP
Founder, Ayers & Company Consulting LLC
Twitter: @ayers_peg
LinkedIn: www.linkedin.com/in/pegayers
Blog: http://www.ayersandcompanyconsulting.com/blog/

What is the best CX advice you've ever been given? Treat each customer like they're the only one you're dealing with today.

BOB AZMAN, CCXP
VP Traveler Services Americas and Global, Carlson Wagonlit Travel
Twitter: @rao4510
LinkedIn: in/robertazmanmba

What is the best CX advice you've ever been given? Look for the quick wins! Don't try to boil the ocean! Listen first; act second. Seek first to understand; then to be understood.
**KARI BAKER, CCXP**  
CX Program Manager, BC Hydro  

What is the best CX advice you've ever been given? Start with the customer, or from the “outside” and then go “in”.

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**LAURA BALENTYNE, CCXP**  
Surface - Commercial Post Sale Brand and Experience, Microsoft  

LinkedIn: [https://www.linkedin.com/in/laurabalentyne/](https://www.linkedin.com/in/laurabalentyne/)  

What is the best CX advice you've ever been given? If you want your team to still be relevant in two years, you must understand your organization as well as your customers. Internal influence and credibility are essential to long term, lasting customer experience.

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**JOELLYN BALL, CCXP**  
Sr. Mgr., CX & Data Mgt, Moore Medical  

Twitter: [@jaygbee](https://twitter.com/jaygbee)  
LinkedIn: Joellyn Ball  

What is the best CX advice you've ever been given? Define your strategy and just get started. I think of it as the CX version of “Field of Dreams”. :)

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SHANNON BALLARD, CCXP
Vice President Customer Innovation, Jan Kelley Marketing
LinkedIn: www.linkedin.com/in/shannonballard

NICK BATT, CCXP
Head of Customer Experience, MoneySupermarket
LinkedIn: https://www.linkedin.com/in/nick-batt-ccxp-9715b348/
What is the best CX advice you’ve ever been given? Always look from the perspective of the customer and what they want, need and expect from you to achieve their desired outcomes.

MICHAEL BAUM, CCXP
CX Professional, Self-employed
LinkedIn: www.linkedin.com/in/msbaum
What is the best CX advice you’ve ever been given? Any progress in improving CX is valuable. Break it down into baby steps.
KATHLEEN BEAN, CCXP
Senior Director, Customer Advocacy, VMware
Twitter: @kathleenwbean
LinkedIn: https://www.linkedin.com/in/kathleenwbean/

What is the best CX advice you’ve ever been given? What we represent is not our opinion but that of our customers & partners; let that always guide the dialogue.

KAREN BEASLEY, CCXP
Customer Experience Director, Formerly National Express - UK Coach

What is the best CX advice you’ve ever been given? Engage widely in developing the vision and plan; focus on what matters most to customers; measure and drive accountability at all levels; reward the right behaviors.

MASOOD BHAMJEE, CCXP
Manager: CX, Research & Complaints, Old Mutual Insure
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LinkedIn: https://www.linkedin.com/in/masood-bhamjee-29419326/

What is the best CX advice you’ve ever been given? Exist and work with PURPOSE, never give up, the world that hates you now as a CX practitioner will love you tomorrow when they experience the benefit realization and mature into the insightful world we come from. If you want to make CX work add a gallon of passion, 2 gallons or pure guts, 3 gallons of knowledge, 1 gallon of change management and a big drop of luck! Also, if you are to be a successful CX practitioner you have to be able to take the circumstances of your audience into account and tell a compelling story, try to make it as heart warming as possible.
JEANNE BLISS, CCXP
Founder and President, CustomerBliss
Twitter: @JeanneBliss
LinkedIn: in/jeannebliss
Blog: http://www.customerbliss.com/blog/
What’s the best thing you’ve learned about CX throughout your career? Check your ego at the door. This work is about uniting the company to make others successful and embed skills and CX leadership into how they lead.

NIENKE BLOEM, CCXP
Co-Founder, TheCustomerExperienceGame
Twitter: @nienkebloem
LinkedIn: https://www.linkedin.com/in/nienkebloem/
Blog: https://nienkebloem.nl/blog-vlog/
What is the best CX advice you’ve ever been given? Keep the energy
What do you find critical to your CX practice? Making CX Fun and Practical. Using the CCXP knowledge and skills

PATRICE BLUM, CCXP
Head of Client Services, ProShares|ProFunds
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What is the best CX advice you’ve ever been given? Early in my career, I was known as “that person” that always found mistakes and I was worried that my peers would hate me, my manager told me to never diminish my expectations - “they will learn to always give you 100% correct work.” I've been able to apply that advice to every step of my 20+ year career - after all, if my standards are higher than those of my customers, I am better positioned to create an experience that exceeds customer expectations.
CHANTEL BOTHA, CCXP
Experience Director, BrandLove
Twitter: www.twitter.com/chantelbot
LinkedIn: www.linkedin.com/chantelbotha
Blog: http://brandlove.co.za/blog/
What is the best CX advice you’ve ever been given? If you want people to be engaged and passionate about the customer, let them take up a hobby. People who love life and are creative find it easy to create remarkable experiences.

RANDALL BRANDT, CCXP
Founder and Principal, Voice Crafter
LinkedIn: https://www.linkedin.com/in/randallbrandt/

VICKY BROOKES, CCXP
Head of Customer Experience, Eurocell PLC
LinkedIn: http://linkedin.com/in/vicky-brookes-ccxp-7386341
What is the best CX advice you’ve ever been given? If you’re seen as a disrupter by your less-customer centric colleagues you’re probably doing the right thing for your customers, so keep it up.
CHRIS L BROWN, CCXP
CEO, MarketCulture
Twitter: https://twitter.com/marketculture
LinkedIn: https://www.linkedin.com/in/christopherlbrown/
Blog: https://blog.marketculture.com/
What is the best CX advice you've ever been given? Treat customers the way “they” want to be treated not necessarily the way “you” would want to be treated...

GERRY BROWN, CCXP
Chief Customer Rescue Officer, The Customer Lifeguard
Twitter: @gerrybuk
LinkedIn: https://www.linkedin.com/in/gerryhbrown?
Blog: www.customerlifeguard.com
What is the best CX advice you've ever been given? The customer is the best and only arbiter of a great customer experience.

JOCELYN BURGESS, CCXP
Listening Strategist, Intel Corporation
LinkedIn: in/jcburgess
What is the best CX advice you've ever been given? We win when we put the customer first.
ROX BURKEY, CCXP
Customer Experience Solution Architect, ConvergeOne
Twitter: @1rburkey @EnigmaSeries
LinkedIn: https://www.linkedin.com/in/roxanneburkey/

What is the best CX advice you’ve ever been given? When working with an organization do not look toward only one person’s perspective, but rather from the viewpoints of each type of customer. In some cases, then the approach to a solution is with steps that compliment each potential element of the solution.

KELLIE A BURNS, CCXP
Client Relations and Retention Manager, Paychex, Inc.
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What is the best CX advice you’ve ever been given? CX initiatives must tie directly to company financial performance to gain and sustain executive leadership buy-in. CX initiatives are nothing without an ability to prove positive impact to the bottom line.

DARIN BYRNE, CCXP
Vice President, Client Experience and Delivery, Wolters Kluwer
LinkedIn: www.linkedin.com/in/darinbyrne

What is the best CX advice you’ve ever been given? Many years ago as a consultant I learned that a I had to think like a customer to be able to help them. We need to understand what the customer is trying to accomplish in their role, and then offer solutions that enable them to succeed. This is true whether someone is in service, sales, consulting, or product management and development.
TERRY CALLANAN, CCXP
Chief Quality Officer, Carestream Health
LinkedIn: in/terrycallanan
What do you find critical to your CX practice? The expression “the more you know, the more you don’t” is as true for CX as it is for other bodies of knowledge. Mastering CX is a journey. Learn along the way. What worked at the beginning of your program may not be effective now. Don’t be complacent. Be vigilant and continually assess what’s working and what’s not. Don’t change at every opportunity (stability is important) but take the time to assess if you are as effective as you can be.

GUY CARON, CCXP
Vice President, BARE International
LinkedIn: https://www.linkedin.com/in/guy-caron-ccxp-650a854/
What do you find critical to your CX practice? We treat each client the same whether they have one location or a thousand. It is indeed those smaller companies that allowed myself and our company to grow into what we are today. At the same time, we took the approach that we have three sets of customers (clients, evaluators/auditors and employees) and while their needs and desires are different they are all as equally important to the success and harmony of our organization.

PEGGY CARRIERES, CCXP
VP Strategy and Customer Experience, Avnet
LinkedIn: https://www.linkedin.com/in/peggycarrieresccxp/
What is the best CX advice you’ve ever been given? Start small with what is possible and grow your program with those solid building blocks.
JOHN E. CARROLL, III, CCXP
Head of Customer Experience, Ipsos Loyalty
Twitter: @jcarroll3
LinkedIn: https://www.linkedin.com/in/john-carroll-iii-a524b54/
What is the best CX advice you’ve ever been given? Leading a CX Transformation? Fake it until you make it! Your confidence is critical to your success.

SOMESH CHABLANI, CCXP
Vice President, Customer Strategy, Experience and Customer Success, Fidelity National Information Services
LinkedIn: www.linkedin.com/in/someshchablani
What is the best CX advice you’ve ever been given? Continual engagement with Customers. Share customer feedback across all stakeholders. Design metrics to measure progress & improve on CX initiatives.

SHELLY CHANDLER, CCXP
Vice President, CX Consulting, Americas, Confirmit
Twitter: https://twitter.com/schandler99
LinkedIn: https://www.linkedin.com/in/shelly-chandler-ccxp-887a254/
What is the best CX advice you’ve ever been given? Find one or two things to do that make a difference and do them really well.
RAJAT CHAWLA, CCXP
Founder, Transformist, Koyopo Global
Twitter: @rajat_chawla
LinkedIn: https://www.linkedin.com/in/chawlarajat/
Blog: www.rajatchawla.net

What is the best CX advice you’ve ever been given? Let customer experience drive the passion, purpose and profits of your services. Everything else is taken care of.

ALISON CIRCLE, CCXP
Chief Customer Experience Officer, Columbus Metropolitan Library

What is the best CX advice you’ve ever been given? Spend a lot of time with employees explaining the why. Connect everything you do to the purpose of the business. We say, “we are a library in the customer business.”

SEAN CLAYTON, CCXP
Senior Vice President, Walker
Twitter: @cxclayton
LinkedIn: www.linkedin.com/in/sclaytonwalkerinfo
JAMES COBURN, CCXP
Customer Insights Manager, Old Mutual Wealth

DENNIS E. CRUMB, CCXP
President, optimalCX solutions, LLC
LinkedIn: https://www.linkedin.com/in/dennisecrumb/
What is the best CX advice you’ve ever been given? Sometimes, it’s not about delighting the customer. It can be as simple as reducing their pain.

LISA CRYMES, CCXP
Chief Experience Officer, DST Health Solutions
Twitter: @lisacrymes
LinkedIn: https://www.linkedin.com/in/lisacrymes/
What is the best CX advice you’ve ever been given? Build a support network of CX practitioners and stay connected. You will have times when you become frustrated and their support will be crucial.
JEFFREY DAIGLE, CCXP
Associate Director, Customer Experience, E Source
Linkedin: www.linkedin.com/in/jeffrey-daigle-54561251
What is the best CX advice you've ever been given? Customer experience is a core competency that we will all need to have in the future. If you develop it now, you'll be able to jump into any role you want in the future.

VENKATA KRISHNA DASARI, CCXP
Management Consultant - Customer Experience, Talcollab
Linkedin: /in/venkata-krishna-dasari
What do you find critical to your CX practice? Empathize and find creative ways to address customer needs.

PAT DAWSON, CCXP
Principal | CX Strategist, CongaCX Consulting
Linkedin: linkedin.com/in/patrick-dawson-ccxp-939aa313
Blog: http://congacx.com/blog
What is the best CX advice you've ever been given? As humans, emotions guide our actions more than rational thought.
SANDRA DE ZOYSA, CCXP
Group Chief Customer Officer, Dialog Axiata PLC
Twitter: chysands
LinkedIn: Sandra De Zoysa
What is the best CX advice you’ve ever been given? To treat your customers as you would like to be treated yourself or even better and to always adopt an “outside in” approach to experiences impacting customers.

STEVE DI MAURO, CCXP
Senior Director, Client Experience, CIBC
LinkedIn: www.linkedin.com/in/stevedimauro
What is the best CX advice you’ve ever been given? Think of a person who you love and then think of that person when you design any experience.

SUZIE DIETH, CCXP
Director of Customer Experience, Reliant
Twitter: @SDieth
LinkedIn: www.linkedin.com/in/suziedieth
What is the best CX advice you’ve ever been given? Start small, prove success, then grow from there. Don’t force someone to get on board. Start with those who see the value and want to learn more about the benefits of CX.
CAITLIN DRAKE, CCXP
Director of Customer Experience, Busey
LinkedIn: https://www.linkedin.com/in/caitlin-drake-b6551310/
What do you find critical to your CX practice? Customer follow-up and communication.

TABITHA DUNN, CCXP
VP, Customer Experience, Concur, an SAP company
Twitter: @TabithaDunn
LinkedIn: linkedin.com/in/tabithadunn
What is the best CX advice you’ve ever been given? To change customer experience, you need to change the hearts and minds of the people inside your company.

MICHELLE EBBS, CCXP
Principal Research Communication Partner, Research Square
LinkedIn: https://www.linkedin.com/in/michelle-ebbs-58513a3/
What do you find critical to your CX practice? Insights, articles, and webinars shared by the CX practitioners. These resources are a great starting point for brainstorming how we can improve CX at my company and best serve our customers.
MOHAMAD EL-HINNAWI, CCXP
Customer and Digital Experience Advisor, Saudi Telecom Company
Twitter: @mdhinnawi
LinkedIn: in/mohamadhinnawi
What is the best CX advice you’ve ever been given? Follow a phased approach for the CX transformation and ensure buy-in from all stakeholders.

ABDALLA ELBADAWY, CCXP
Manager, Customer Experience, HUED
LinkedIn: https://www.linkedin.com/in/abadawy
What is the best CX advice you’ve ever been given? Customer experience is not only a business function but also a way of thinking.

ERYC EYL, CCXP
Lead Analyst, Customer Experience, E Source
Twitter: ESourseEryc
LinkedIn: www.linkedin.com/in/eryceyl
Blog: www.eryceyl.com
What is the best CX advice you’ve ever been given? The critical precondition to an excellent and distinctive customer experience is an excellent and distinctive employee experience.
BARBIE FINK, CCXP
Director, Customer & Employee Experience, Adobe
Twitter: @FinkBarbie
LinkedIn: https://www.linkedin.com/in/barbiefink

What is the best CX advice you've ever been given? Take the time to network with and learn from CX practitioners across industries. While the journey to customer centricity varies from one industry to another and from one company to another, the opportunity to learn from each other is inspiring.

CAROL FINK, CCXP
Director, Executive Relations, Verizon
Twitter: @CarolFink10
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What is the best CX advice you've ever been given? Take the time to listen to the customer and then act on what they tell you.

ANNETTE FRANZ, CCXP
Founder | CEO, CX Journey Inc.
Twitter: @annettefranz
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PAULA FRIEDRICH, CCXP
Director, Experience Insights & Operations, Adobe
Twitter: @techcx
LinkedIn: https://www.linkedin.com/in/paulaf/

GEORGE GANAHL, CCXP
Principal Technology Consultant, Genesys
Twitter: https://twitter.com/georgeganahl
LinkedIn: https://www.linkedin.com/in/gganahl

What is the best CX advice you’ve ever been given? The story of the man, the boy, and the donkey; if you constantly change what you are doing to placate the current loudest critic, you will end up destroying your business.

SAARI GARDNER, CCXP
Director of Client Experience, DHG
LinkedIn: https://www.linkedin.com/in/saarigardner/

What do you find critical to your CX practice? One of the great aspects of the CX discipline is that by its very nature it is cross functional. While some areas of an organization might never have a reason to interact, CX professionals have an obligation to forge relationships throughout every corner of the enterprise. Flexibility and a willingness to meet some individuals and/or areas halfway is essential in making those connections. Resourcefulness is also a must, and goes hand in hand with flexibility. Add in a healthy amount of positive attitude, and it is your colleagues who will be asking to work with the CX team.
ANDREW GARDNER, CCXP
Principal, Andrew Gardner Consulting
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What is the best CX advice you've ever been given? A simple self derived strategy to exceed customers’ expectations: “Anticipate your client’s needs, and answer their questions before they’re asked.”

CINDY GARRETT, CCXP
Director, Customer Experience
West Monroe Partners
Twitter: @Clgarrett33
LinkedIn: https://www.linkedin.com/in/cindy-garrett-ccxp-5909723/

What is the best CX advice you’ve ever been given? Customer experience is what a customer perceives his/her interaction was with your company - not how you self-rate it.

JULIAN GARZA, JR., CCXP
President, Kinship Consulting, LLC
Twitter: @KinshipConsult
LinkedIn: https://www.linkedin.com/in/juliangarza/
Blog: https://kinshipconsulting.com/

What do you find critical to your CX practice? Deeply knowing the customer and their needs in order to optimize the customer journey that builds emotionally-connected relationships.
CATHERINE GAUTHIER, CCXP
Customer Experience Maven, CX4 Lab
Twitter: @CX_Cath
LinkedIn: https://www.linkedin.com/in/cathgauthier

What is the best CX advice you’ve ever been given? Confusion is a brand’s worst enemy. CX practices is all about delivering the brand’s promise.

JOHN GEBBIE, CCXP
Independent CX Consultant, John Gebbie CX Solutions
Twitter: https://twitter.com/John_Gebbie_CX
LinkedIn: https://www.linkedin.com/in/jack-gebbie-06b06a5

What is the best CX advice you’ve ever been given? Culture trumps processes and data - every time!

CHAD GHASTIN, CCXP
Principal, CXM Customer Experience and Relationship Consulting
LinkedIn: https://www.linkedin.com/in/cghastin/
Blog: https://www.cghastin.com/

What is the best CX advice you’ve ever been given? For every business decision you make, ask yourself if you’ve considered the outcome from the customer's perspective.
PATRICK GIBBONS, CCXP
Principal, SVP, Walker
LinkedIn: https://www.linkedin.com/in/gibbonspatrick/

What is the best CX advice you’ve ever been given? Get people engaged. People in companies need to be aware of CX initiatives, understand their role, and believe in what CX leaders are out to accomplish. If these are in place they’ll take action and be open to change.

LAURA GIBSON, CCXP
Senior Customer Experience Manager, Standard Life

What do you find critical to your CX practice? Speaking to customers and staying close to customers through actively listening to feedback to truly understand from a customers perspective.

BRIAN GNATT, CCXP
Associate Vice President, Enrollment Services, University of Maryland University College
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LinkedIn: https://www.linkedin.com/in/bgnatt/

What’s the best thing you’ve learned about CX throughout your career? Dedication to improving the customer experience should be a no-brainer decision. It’s difficult to disagree with satisfying customers and reaping financial benefits from increased revenue and efficiency.
IAN GOLDMING, CCXP
Global Customer Experience Specialist, Customer Experience Consultancy Ltd
Twitter: @ijgolding
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Blog: https://ijgolding.com/blog/

What do you find critical to your CX practice? The ability to never stop listening and learning to continually develop my specialism.

MARISSA GONZALEZ, CCXP
Senior Vice President, Chief Technology Organization, Workspace Services Customer Experience and Quality Lead, Bank of America
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What is the best CX advice you've ever been given? Ensure your customer experience strategy truly aligns to the company strategy.

MELINDA GONZALEZ, CCXP
CEO, Melinda Gonzalez Advisors
Twitter: RealMelindaG
LinkedIn: https://www.linkedin.com/in/melindagonzalez/
Blog: www.mgcxadvisors.com

What is the best CX advice you've ever been given? VoC and advocacy metrics and insights are only as good as the actions that are taken from them.
E MICHAEL GRAY, CCXP
Business Transformation Leader, Business Process Excellence
LinkedIn: www.linkedin.com/in/emichaelgray/
What is the best CX advice you’ve ever been given? Manage your crystal balls and rubber balls differently.

NOAH GRAYSON, CCXP
Principal, SVP, Walker
Twitter: @noahgrayson
LinkedIn: noahgrayson
Blog: blog.walkerinfo.com
What is the best CX advice you’ve ever been given? It’s not just a matter of whether or not you meet or exceed customer expectations, but it’s about how you make the customer feel through the process.

SIMON GREEN, CCXP
CSO, 3RM Strategic Marketing and CX
Twitter: @sigreen
LinkedIn: https://www.linkedin.com/in/simontgreen/
Blog: https://3rm.co.uk/blog/
What is the best CX advice you’ve ever been given? Align senior management from the top-down and consider all stakeholders.
SANDRA GREENE, CCXP
President & Chief Strategist, SG Consulting
LinkedIn: https://www.linkedin.com/in/sandragreene/
What is the best CX advice you’ve ever been given? Don’t try to boil the ocean. Look for easy ways to make impact and go from there.

HEATHER GRISEDALE CCXP
Group Customer eXperience Manager, Brenntag UK & Ireland
Twitter: @heather_jw
LinkedIn: https://www.linkedin.com/in/heathergrisedale
What is the best CX advice you’ve ever been given? Find others who believe in what you believe in.

RICARDO SALTZ GULKO, CCXP
Managing Principal, Eglobalis GmbH - Global Experiences: Information - Insight - Innovation
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LinkedIn: https://www.linkedin.com/in/ricardogulko/
Blog: http://www.eglobalis.com/
What is the best CX advice you’ve ever been given? Learn every day other aspects of customer experience!
CARLA HALL, CCXP
Customer Experience Consultant, Cudos Consulting
LinkedIn: www.linkedin.com/in/carlahall1
Blog: www.cudosltd.com/articles/
What do you find critical to your CX practice? Listening to my clients to ensure I am delivering value for both their business and their customers.

ERIN M HANSMAN, PHD, CCXP
Senior Customer Experience Analyst, Concur Technologies, Inc.
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LinkedIn: https://www.linkedin.com/in/drhansman

BRAD HARMON, CCXP
Vice President, Consulting Services, Walker
Twitter: @outtaharmsway
LinkedIn: https://www.linkedin.com/in/brad-harmon-0518b61/
Blog: http://blog.walkerinfo.com/blog/turning-feedback-into-action
What is the best CX advice you’ve ever been given? Not direct advice, but I love this quote from Charles Kettering, who would have been a CX star, but was ahead of his time: “A problem well stated is a problem half-solved.”. Essentially, don’t do CX for the sake of doing it. Have an objective and set out to solve a problem. You’ll be much more successful this way.
LISA S. HASKINS, CCXP
Manager, Management Consulting, Excellus BCBS
LinkedIn: https://www.linkedin.com/in/lisa-haskins-a0b0939/
What is the best CX advice you’ve ever been given? If you want executive buy-in you have to speak their language. You have to tie it to business metrics they already monitor.

JENNIFER HEAD, CCXP
Manager, Customer Experience, Lexmark International, Inc.
What is the best CX advice you’ve ever been given? Continuous feedback drives continuous improvement.

JILL HELMLE, PH.D., CCXP
Customer Experience Program Manager, Becton, Dickinson and Company
LinkedIn: www.linkedin.com/in/jrhelmle
What do you find critical to your CX practice? Executive buy-in and accurate customer data.
**TAMMIE HOLT, MBA, GREENBELT, CCXP**  
Manager Business Analysis, United Healthcare  
Linkedin: https://www.linkedin.com/in/tammie-holt-8939a61a  

How has being a CCXP helped you professionally? CCXP has helped me professionally to better understand the customer experience. It provides a wealth of information and guidance around the disciplines and practices of the customer experience.

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**LYNN HUNSAKER, CCXP**  
Chief Customer Officer, ClearAction Continuum  
Twitter: clearaction  
LinkedIn: http://linkedin.com/in/lynnhunsaker  
Blog: http://ClearActionCX.com/blog  

What is the best CX advice you've ever been given? Nurture unquenchable curiosity about customers in every nook and cranny of your company!

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**JEFF HURSEY, CCXP**  
Contact Center Technical Solutions Architect, Cisco Systems, Inc.  
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LinkedIn: In/JeffHursey  

What is the best CX advice you've ever been given? Stop designing the customer experience from the inside out; approach design from the customer perspective and you’ll foster more of the behaviors associated with loyalty.
HANNAH ISAACS, CCXP
Customer Experience Specialist, PEN CX
Twitter: https://twitter.com/pen_cx?lang=en
LinkedIn: https://www.linkedin.com/in/hannah-isaacs-a5051360/

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DAVID JACKSON, CCXP
CEO, TheCustomer.Co
Twitter: @Tweetdavej
LinkedIn: www.linkedin.com/in/davidjacksonuk
Blog: www.thecustomer.co/blog
What is the best CX advice you’ve ever been given? Work the detail but never lose sight of the big picture. If the CEO doesn’t get it, find another CEO!

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MARC KARSCHIES, CCXP
Managing Partner, Karschies, Ceron & Alred Consultants
Twitter: KCA_Consultants
LinkedIn: linkedin.com/in/marckarschies
What is the best CX advice you’ve ever been given? If the customer does not see the value, then don’t do it...
KIM KEMMER, CCXP
Senior Planner, Prime
Twitter: https://twitter.com/Prime_Kemmer
LinkedIn: https://www.linkedin.com/in/kimkemmer/
What is the best CX advice you've ever been given? Listening is more important than speaking.

KATIE KIERNAN, CCXP
Vice President, Consulting Services, Walker Information
Twitter: @katie_kiernan
LinkedIn: www.linkedin.com/in/katie-kiernan-b857026
Blog: https://blog.walkerinfo.com/?s=katie+kiernan
What is the best CX advice you've ever been given? The best advice I've ever been given is to never assume anything when it comes to what customers are thinking and doing. That also relates to even things like survey results. If it doesn't feel right, go back and check again. Keep the lines of communication with customers wide open and never stop the dialogue!

ERIN A. KINGSHILL, PHARMD, CCXP
Global Customer Centricity Lead, Elanco Animal Health
LinkedIn: https://www.linkedin.com/in/erin-kingshill-9579a96/
What is the best CX advice you've ever been given? Find what is critical to the business and anchor your efforts to that, and by the way....communicate.
**LORI KIRKLAND, CCXP**
Chief Experience Officer, Terrapin
Twitter: @LorikirklandUM
LinkedIn: https://www.linkedin.com/in/lori-kirkland-ccxp-960354/

What is the best CX advice you’ve ever been given? Listen with no goals or objectives in mind. When approaching problems, many people are looking for ways to tie feedback into their own world. Taking a step back and observing the “natural thought process” of each person, whether internal or customer, allows for a realistic picture of the systems at play and therefore the opportunities for successful resolutions. Without judgments or personal goals in the equation, much bigger problems can be solved in a much easier manner.

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**SANDRA M. KLAUSMEYER, CCXP**
VP, Customer Experience Program Manager, Bangor Savings Bank
LinkedIn: www.linkedin.com/in/sandra-klausmeyer-ccxp

What do you find critical to your CX practice? It starts with employees. If my ultimate goal is to create and sustain a robust Customer Culture where all employees feel as much ownership over our customers’ experiences as I do, then it is imperative I build it WITH them. My approach is inclusivity, collaboration, and engagement. Also, I have to have empathy and compassion for my teammates if I want them to have empathy and compassion for customers.

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**BRIAN KLING, CCXP**
Head of Community, Social & Customer Engagement, ST Microelectronics
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LinkedIn: https://www.linkedin.com/in/klingbrian/

What do you find critical to your CX practice? To always remember your customer and more importantly, to talk to them; don’t fall into the “assumption trap”!
SHEILA KNIGHT-FIELDS, CCXP
Contact Center and Customer Experience Director, City and County of Denver
Twitter: @sknightfields
LinkedIn: www.linkedin.com/in/sheilaknightfields
What is the best CX advice you've ever been given? Treat your customer as if it she is your mother. This keeps every interaction in perspective.

DANYEL LAGOW, CCXP
Customer Experience Practice Director, Strong-Bridge Consulting
Twitter: @danyelnicole23
LinkedIn: https://www.linkedin.com/in/danyel-lagow-ccxp-53a18b26?lipi=urn%3Ali%3A-page%3Ad_flagship3_profile_view_base%3BPvVbE3fSTI%2Bo1je89jxA6A%3D%3D
Blog: www.strong-bridge.com
What is the best CX advice you've ever been given? Keep pushing the rock uphill! Customer advocates need to be persistent, informed, and passionate. It may sometimes feel like a downhill battle - but it is one that is well worth it!

CYNTHIA LAIT, CCXP
Sr CX Project Manager, SAP/Concur Technologies
LinkedIn: https://www.linkedin.com/in/cynthialait/
What is the best CX advice you've ever been given? While grass roots CX is great, CX that's got buy-in and support from leadership goes a lot more smoothly.
DAVID LARCHER, CCXP
James Walker Group
LinkedIn: www.linkedin.com/in/david-larcher-354a404
What is the best CX advice you’ve ever been given? Listen to your customers!

ALISON LAWRIE, CCXP
Head of Customer Experience, AkzoNobel
Twitter: https://twitter.com/AllieLawrie
LinkedIn: www.linkedin.com/in/alison-lawrie-mba-ccxp-ab396319
What is the best CX advice you’ve ever been given? Use your customer passion to the maximum, all the tools in the world aren’t enough without this.

JEREL LEE, CCXP
Experience Design, Ernst & Young Advisory Pte Ltd
LinkedIn: https://www.linkedin.com/in/jerellee/
MARK LEES, CCXP
CX Manager, Deseret Industries
Twitter: @markrlees
LinkedIn: /markrlees
What is the best CX advice you've ever been given? A good CX program takes about 2 years or more to fully implement.

BRADLEY D. LINVILLE, CCXP
Director, CX Consulting, Americas, Confirmit, Inc.
LinkedIn: www.linkedin.com/in/bradlinville
What is the best CX advice you've ever been given? Think of the customer experience as one of the few strategic pillars a company can differentiate itself on.

STEPHANIE LINVILLE, CCXP
Senior Manager of Marketing & Customer Insights, Project Lead The Way
What’s the best thing you’ve learned about CX throughout your career? Create engagement with front-line employees by sharing with them how the organization’s CX strategies relate to their role and how they serve customers.
IMAD LOUKIL, CCXP  
Chief Consultant, Mega Consult  
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What is the best CX advice you've ever been given? Beyond the basics, ensure good governance, adopt holistic approach and sustain momentum by linking CX effort to business outcomes.

ROSARIA CIRILLO LOUWMAN, CCXP  
CX Advisor, CXPA ART (Authorized Resource Trainer) & Happiness Change Catalyst, Wow Now  
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Blog: http://wownow.eu/blog/  

What is the best CX advice you’ve ever been given? “Create all the happiness you are able to create. Remove all the misery you are able to remove.” This quote from Jeremy Bentham is the north star that informs all my work in CX.

MARLA LUCAS, CCXP  
NPS Program Director/Member Experience Manager, Patelco Credit Union  
LinkedIn: www.linkedin.com/in/marla-lucas-ccxp-779495
AIMEE LUCAS, CCXP  
CX Transformist & Vice President, Temkin Group  
Twitter: @Aimee_Lucas  
LinkedIn: linkedin.com/in/aimeelucas

What is the best CX advice you’ve ever been given? When I was a CX practitioner, one of my executive stakeholders helped me embrace the Mark Twain quote, “Progressive improvement is better than delayed perfection.” At the time, it meant we couldn’t wait until we thought we had the perfect client understanding, the perfect dashboard, the perfect plan — but rather diligently work to understand the situation and then take action with the intent to learn and course correct, where needed, along the way. That allowed us to move things forward that may otherwise never have gotten off the ground.

BRIAN S. LUNDE, CCXP  
Sr. Vice President, CMI  
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What is the best CX advice you’ve ever been given? Do unto others as you would hope they would do unto you if you were walking in their shoes.

LESLEY LYKINS, CCXP  
Executive Director, Customer Experience Professionals Association  
Twitter: @lyfsgr8  
LinkedIn: https://www.linkedin.com/in/lesleylykins/

What is the best CX advice you’ve ever been given? Just start taking steps forward. Don’t expect huge and immediate culture change, but go for the small wins which will inevitably add up.
NATASHA MADSEN, CCXP
Asia Pacific Japan Business Excellence Leader - Customer Care, Service & Support, Thermo Fisher Scientific
LinkedIn: https://www.linkedin.com/in/natashamadsen/
What do you find critical to your CX practice? Having a true understanding of what is important to customers.

DIANE MAGERS, CCXP
Interim CEO, Customer Experience Professionals Association
Twitter: @DianeMagers
LinkedIn: dianemagers
What is the best CX advice you’ve ever been given? Realize that every conversation, every activity, every story is part of changing the culture.

SEAN MAHONEY, CCXP
Director, Customer Experience Solutions Consulting, Verint Systems, Inc.
Twitter: @seankmahoney
LinkedIn: in/sean-mahoney-2820093
Blog: http://surveyyoda.com/
What is the best CX advice you’ve ever been given? Begin at the beginning: the customer’s journey.
**MARC MANDEL, CCXP**  
Global Vice President of Customer Solutions, Customerville  
Twitter: @marc_c_mandel  
LinkedIn: https://www.linkedin.com/in/marccmandel/  
What is the best CX advice you've ever been given? You cannot make a wow moment for your customers and then measure it with a lousy survey! The feedback process needs to be part of the deliberate experience!

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**KAREN MANGIA, CCXP**  
Vice President, Customer & Market Insights, Salesforce  
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LinkedIn: https://www.linkedin.com/in/karenmangia/  
What is the best CX advice you've ever been given? Data captures minds, stories capture hearts. You need both to motivate action and change.

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**SHEILA MARCH , CCXP**  
Customer Experience Manager, Ascension Ministry Service Center  
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What do you find critical to your CX practice? Executive and operational leadership buy-in is critical to my CX practice.
SANDRA MATHIS, CCXP  
Customer Experience Director, Strong-Bridge Consulting  
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How has being a CCXP helped you professionally? CCXP has helped me professionally with ongoing education and development within the CX field, e.g., the webinars and events. These opportunities, including the networking events, has given me the format to think about the ongoing evolution within this field and consider new thinking that can presented to my customers.

SONYA MCALLISTER, CCXP  
Principal/SVP, Walker  
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What’s the best thing you’ve learned about CX throughout your career? Companies focused on CX outperform the market (based on stock price) at 7:1 pace!

CRAIG MCVOY, CCXP  
Chief Experience Officer, Beyond Brand  
Twitter: @CMcVoy  
LinkedIn: www.linkedin.com/in/craigmcvoy  
Blog: http://www.beyondbrand.eu/blog/  
What is the best CX advice you’ve ever been given? Brilliant basics, delivered consistently, will always outperform magic moments delivered occasionally.
SONI C. MECKEM, CCXP
CX Enterprise Transformation, Lab Leader, Humana, Inc.
Twitter: @smeckem
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What is the best CX advice you’ve ever been given? Contextual observation is not optional. Change adoption is not for the short winded.

AMY MENDEHALL, CCXP
SVP, Customer Experience Strategy, UMB Financial
LinkedIn: http://linkedin.com/in/amyccxp

What is the best CX advice you’ve ever been given? Your greatest opportunities are most often found with your passive customers.

JOSEPH MICHELLI, PH.D., CCXP
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LinkedIn: https://www.linkedin.com/in/josephmichelli/
Blog: http://josephmichelli.com/blog/

What is the best CX advice you’ve ever been given? We are not in business to create profit. We are in business to create customers. It is through customers that all profits come.
ANDY MILLION, CCXP
Regional Director, Customer Experience, thyssenkrupp Elevator
LinkedIn: https://www.linkedin.com/in/andrew-million-69ab2817/
What is the best CX advice you’ve ever been given? Find out who the key finance person is and make a strong connection!!!!!

HASSAN MOHAMMAD, CCXP
CEO, Multifarious Experience
Twitter: https://twitter.com/MultifariousEng
LinkedIn: https://www.linkedin.com/in/hassan-mohammad-a1b50a55/
What is the best CX advice you’ve ever been given? Always maintain consistency over ‘wow’ moments. Aim to be consistent.

ROB MOORE, CCXP
Customer Experience Manager, Vera Whole Health
LinkedIn: https://www.linkedin.com/in/robmoore/
What is the best CX advice you’ve ever been given? Don’t settle for what a customer tells you. Get out of the office and immerse yourself in your customers’ world through direct observation and co-creation. And immerse yourself in the data that customers generate through their actions and transactions.
MICHELLE MORRIS, CCXP
Associate Director of Client Experience, Crowe Horwath LLP
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LinkedIn: https://www.linkedin.com/in/morrismichellek/

What is the best CX advice you've ever been given? Leading CX change can be a lonely place in the organization. So, be sure to create a network of support both inside and outside the organization.

RAUL MOTTA, CCXP
Sr. Support Experience Manager, Microsoft
LinkedIn: https://www.linkedin.com/in/raul-motta-5990a933/

What is the best CX advice you've ever been given? Customer experience is defined by the experience customer’s have, remember and share.

WILLIAM MULHERN, CCXP
CX Programme Manager, CISCO
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What is the best CX advice you’ve ever been given? “Never get in the way of a customer coming into the shop”. I was 8 years old, and it still holds true :)

Who’s Who of CX
Customer Experience Professionals Association
BALAKRISHNA MURTHY, CCXP
Business Director - CRM & CX Practice, Jacobsons Direct
LinkedIn: https://www.linkedin.com/in/balaccxp/

What is the best CX advice you’ve ever been given? Start with small manageable changes to show some quick wins and build the case / confidence across teams to achieve bigger goals.

VALORY MYERS, CCXP
Director of Strategy, Seven Corners
LinkedIn: www.linkedin.com/in/valory-myers

What is the best CX advice you’ve ever been given? Take the time to experience your product or service as a customer would - actually put yourself in the customer’s shoes. The level of insights and empathy you have for the customer helps you quickly and clearly see the pain points and CX priorities.

LINETTE MYLAND, CCXP
Manager, Customer Excellence, Siemens Building Technologies
Twitter: @LinMyland
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What do you find critical to your CX practice? Executive buy-in. It has to start with walking the walk, investing in employees & improvements, and for holding everyone from top down accountable.
RANDY NANJAD, CCXP
Associate, Nanjad Consulting (Nanjad.com)
Twitter: @rnanjad
LinkedIn: https://www.linkedin.com/in/randynanjad/

What is the best CX advice you've ever been given? “If an egg is broken by outside force, life ends. If an egg is broken by inside force, life begins. Great things always begin from inside.” ~Banksy
“The way one describes a story, to oneself or to the world, is by telling the story. It is a balancing act and it is a dream. The more accurate the map, the more it resembles the territory. ... The tale is the map that is the territory. You must remember this.” - Neil Gaiman

JENNIFER L. NEIDIGH, CCXP
Senior Market Research/Consumer Experience Consultant, Capital BlueCross
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What is the best CX advice you've ever been given? Customer experience is something that has to be embraced by an organization. It's easy to have a passion for it, but patience is required. And... “don't boil the ocean.” Deliberate and strategic trade-offs almost always have to be made.

TAMMY NELSON, CCXP
Chief Marketing Officer, SageSure Insurance Managers
Twitter: @MarketingSpark
LinkedIn: www.linkedin.com/in/tammyrnelson
Blog: www.linkedin.com/today/author/tammyrnelson

What is the best CX advice you've ever been given? A quick way to look at CX is to ask yourself what the customer did just before the action at hand; what was their goal and what will they do immediately after the current action.
STACEY NEVEL, CCXP
Director, CX Consulting, Confirmit
Twitter: @sbnevel
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How has being a CCXP helped you professionally? The best thing about being a CCXP is knowing that there is a like-minded ‘tribe’ out there that I belong to. We come from different backgrounds and industries, took different paths to get here, but we hold the ideas of measuring, managing and improving the customer experience dear to our hearts. The CXPA and the CCXP process have given us the platform to come together and expand our knowledge together.

NICOLE NEWTON, CCXP
Customer Strategist, Heart of the Customer
Twitter: @nicolegnewton
LinkedIn: in/nicolegnewton

What is the best CX advice you’ve ever been given? Market your CX program and activities as you would a new product.

JESSICA NOBLE, CCXP
Customer Experience Principal, Advisory Services, Tribridge, a DXC Technology Company
Twitter: @JessicaJNoble
LinkedIn: https://www.linkedin.com/in/jessicajnoble/

What is the best CX advice you’ve ever been given? Start small and demonstrate measurable performance improvement results. Earn opportunities to go bigger and more invasive with your customer experience vision, goals and objectives.
SAMU NUWAR, CCXP
Vice President, Customer Experience Strategy, American Bath Group
LinkedIn: https://www.linkedin.com/in/saminuwarcx/
What is the best CX advice you’ve ever been given? Constantly learn and share with others. Become expert in many disciplines. Seek to understand before being understood.

KRISTINA R. O’BRIEN, CCXP
VP, PM Customer Experience Design and Planning, BMO Harris Bank
Twitter: KR_OBrien@KR_OB
LinkedIn: www.linkedin.com/in/kristinajrobrien
What do you find critical to your CX practice? Communication, collaboration, idea sharing, listening, human-centered thinking.

TRAYS O’REILLY, CCXP
Vice President Customer Experience, Comcast
LinkedIn: https://www.linkedin.com/in/traysoreilly/
What do you find critical to your CX practice? The best ideas never get off the ground unless you involve your stakeholders in the development of every solution you are trying to deliver.
GREGORY M. O’SHEA, SSM, CCXP
Program Manager, HomeAway
LinkedIn: https://www.linkedin.com/in/goshea/
What do you find critical to your CX practice? Organizational challenges; working with leadership to understand the value and the process to establish VoC.

CATHERINE OATES, CCXP
Customer Insight & Experience Director, UBM
LinkedIn: cathy-oates-ccxp-8a33ba13
What is the best CX advice you’ve ever been given? Be clear about what your end goal is but keep it simple, take small steps with the right vision as you will undoubtedly encounter lots of obstacles you will need to get over or around such as culture, skills, capabilities or organisation design.

EMMA E. OBERDIECK, CCXP
Consumer Experience Strategic Consultant, Humana, Inc.
LinkedIn: https://www.linkedin.com/in/emmaoberdieck/
What is the best CX advice you’ve ever been given? “Proceed until apprehended.” In other words, stay in front of the curve in service to your consumers. They can’t afford to have you wait. The rest will fall into place.
JEAN OCHSE, CCXP
Private, Self-employed
Twitter: @OchseJean
LinkedIn: Jean Ochse

What’s the best thing you’ve learned about CX throughout your career? That everything should be about the customer, not just service - finance, marketing, HR, purchasing, etc. - and that everyone is responsible for CX.

MUMBİ ODATE, CCXP
CEO, Motivation by Design (Pty) Ltd
Twitter: @motivbydesign
LinkedIn: Mumbi Odame
Blog: www.motivationbydesign.co.za

What is the best CX advice you’ve ever been given? Just because you are right does not give you the right to say it. You need to earn trust as a CX professional to be able to change mindsets and transform the organization.

DR JANNE OHTONEN, CCXP
Director of Customer Experience Management, Openet
Twitter: http://twitter.com/ohtonen
LinkedIn: http://linkedin.com/in/janneohtonen

What is the best CX advice you’ve ever been given? Influence senior leadership on a one-to-one basis to gain their buy-in.
DANIEL R. OLSEN, CCXP
Senior Director, Customer Experience, Wyndham Hotel Group
LinkedIn: https://www.linkedin.com/in/daniel-olsen-ccxp-40369a13/

What is the best CX advice you've ever been given? Always remember the customer is the most important asset.

DANIEL ORD, CCXP
Founder & Director, OmniTouch International
LinkedIn: https://www.linkedin.com/in/daniellawrenceord/
Blog: http://www.omnitouchinternational.com/blog

What is the best CX advice you've ever been given? The ability to deliver a great CX is not a functional responsibility. For example - it’s not the Contact Centre's job to be 'CX' while the rest of the organization operates 'business as usual'. It must be driven from the top and embedded into every function within the organization's eco-system to achieve long lasting impact.

NANCY ORTENBURG, CCXP
Manager, Customer Experience, MiWay
LinkedIn: www.linkedin.com/in/nancy-ortenburg-ccxp-7b48085

What is the best CX advice you've ever been given? When launching a brand new CX initiative at a company that hasn't even heard the word, your team will be viewed as a "life raft" in an ocean of doubt. Don't give up. Persevere. Keep positive. Look back every now and then to review your successes and use those to spur you on. Pretty soon changes will happen creep up and the life raft will become the party boat that everyone wants to join. Bring them on board.
JUDITH N. OTTENSTROER, CCXP
Director, Customer Experience, Confirmit
Twitter: https://twitter.com/juditho
LinkedIn: https://www.linkedin.com/in/judyottenstroer/
What do you find critical to your CX practice? Bringing the voice of the customer (VOC) to the corporate business decision making table.

LESLEI PAGEL, CCXP
VP, Customer Experience, Walker
Twitter: https://twitter.com/lesliepagel
LinkedIn: https://www.linkedin.com/in/lpagel/
What do you find critical to your CX practice? It’s critical to have a clear and common understanding of what you are trying to accomplish - what outcomes are you trying to drive and critical behaviors must be adopted in order to be successful.

VALERIE PECK, CCXP
Principal, East Bay Group/SuiteCX
Twitter: @SuiteCX
LinkedIn: www.linkedin.com/in/valerie-peck-4b143
Blog: @custoholic
What is the best CX advice you’ve ever been given? “Do the right thing- do the right thing and you will always have customers.” Don Peppers/Martha Rodgers
DR. MANEESHA PEDNEKAR, CCXP
Director, Atos
Twitter: https://twitter.com/Maneesha0511
LinkedIn: https://www.linkedin.com/in/drmaneeshapednekar/

What is the best CX advice you’ve ever been given? Try to capture the customer’s emotions - see how you can create positive emotions with the customer.

JOAN G. PEPPER, CCXP
Customer Success Director, JG Pepper Consulting
LinkedIn: https://www.linkedin.com/in/joanpepper/

What is the best CX advice you’ve ever been given? If this business was serving your daughter, son, father or mother, what expectations would you have?

RACHAEL PEREZ, CCXP
Manager, Customer Experience, ServiceNow
LinkedIn: www.linkedin.com/in/rachaelperez

What is the best CX advice you’ve ever been given? “Helping sells, but selling doesn’t help”. Put yourself in the customer’s shoes, help them be successful, and you’ll earn their trust, their business, and their referrals.
RYAN PETERSON, CCXP
CX Director, Launch Consulting
LinkedIn: https://www.linkedin.com/in/ryan-peterson-ccxp-7405a02/

What is the best CX advice you've ever been given? Engage stakeholders months in advance of commencing any new projects - that time is invaluable to ensure success and sponsorship.

BEN PHILLIPS, CCXP
Senior Customer Experience Manager, Santander
LinkedIn: https://www.linkedin.com/in/ben-phillips-ccxp-a8542519
What is the best CX advice you've ever been given? Engage stakeholders months in advance of commencing any new projects - that time is invaluable to ensure success and sponsorship.

SIRTE PIHLAJA, CCXP
CEO, Customer Experience Optimiser, CCXP, LEGO(R) Serious Play(R) Certified Facilitator, Shirute
Twitter: @sirteace
LinkedIn: in/sirte
What is the best CX advice you've ever been given? CX is a process in need of continuous refinement: CX strategy drives the change, CX measuring ensures alignment and profitable operations. But you cannot create great CX without changing the organisational culture. Everyone needs to learn customer understanding!
BRANDON PINTAR, CCXP
Visionary Realist, TransparenCX
Twitter: @TransparenCX
LinkedIn: Brandon Pintar, CCXP

What is the best CX advice you’ve ever been given? As you’re working to influence the organization, make a list of who your detractors and promoters are, what drives them, and what’s important to them. Consider them your customers.

NANCY PORTE, CCXP
VP, Global Customer Experience, Verint
Twitter: @nporte
LinkedIn: https://www.linkedin.com/in/nancy-porte-ccxp-873a26/

What is the best CX advice you’ve ever been given? Perfect a recipe for persistence, resourcefulness, collaboration, and influence!

MICHAEL POULIN, CCXP
Principal, Poulin Strategy
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LinkedIn: https://www.linkedin.com/in/mrpoulin/
Blog: http://www.poulinstrategy.ca/yqrcx/

What is the best CX advice you’ve ever been given? “Ideas are cheap; software is expensive.” It takes a certain type of person to discover the big ideas, but it’s a totally different set of skills to operationalize and monetize those ideas.
BRIAN POWERS, CCXP
Head of CX, Global Consumer Solutions, Equifax
LinkedIn: https://www.linkedin.com/in/brianpowersatlanta/
What is the best CX advice you’ve ever been given? Try to please everyone and you might not please anybody. Focus on your target market, if others purchase/subscribe then that’s just a bonus. (USAA Chief Member Officer)

JAMIESON PRALA, CCXP
Senior Analyst, Walker
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What is the best CX advice you’ve ever been given? Your problems are not your customers’ problems.

VASU RAO, CCXP
Manager, CX Strategy & CRM, West Monroe Partners
Twitter: @Vrao17
LinkedIn: https://www.linkedin.com/in/vasu-rao-amba-ccxp-25483514
What is the best CX advice you’ve ever been given? Put yourself in your customers’ shoes when making any business decision that will impact them.
MARK RELICH, CCXP
Global Customer Experience Management, Lexmark International, Inc., Lexmark International

What do you find critical to your CX practice? Perseverance, flexibility and relationships. In an environment of continuous change, CX practitioners must remain nimble and continually re-engage with key leaders across business functions and around the world. Partner with key leaders who can help target initiatives that are aligned with the business objectives, then pull from your CX toolbox to show how focusing on customers will help drive profitable growth. Remember good to great. Almost no initiative will be fully realized and some may not even get out of the starting gate (fail fast). Don’t give up. With each effort you will continue to learn more, educate others about CX and help your organization succeed!

BETH RICHARDSON, CCXP
CX Specialist, Independent

What do you find critical to your CX practice? Strategy first, with a clear link to business metrics. Find opportunities to act, but slow down when you need to so others can keep pace. Make it fun and fascinating - it’s the best profession in the world!

RANDY RIPPER, CCXP
Sr. Manager, Technical Support, Cisco Systems Inc
LinkedIn: www.linkedin.com/in/randy-ripper-7ab7356

What do you find critical to your CX practice? Always view situations from the customer’s point of view. Is this the service you would want to experience?
MARCELO RIVA, CCXP  
co-founder, Opinaia  
LinkedIn: https://www.linkedin.com/in/marceloriva/  
What’s the best thing you’ve learned about CX throughout your career? You have to engage the whole company in the change.

MATT ROBBINS, CCXP  
Customer Experience Program Manager, GuideStone Financial Resources  
LinkedIn: in/mbrobbins  
What do you find critical to your CX practice? In my experience, CX practice can only make significant progress when it has the support of organizational leadership.

JEN RODSTROM, CCXP  
Customer Experience Transformist, Temkin Group  
Twitter: @Jen_Rodstrom  
LinkedIn: https://www.linkedin.com/in/jennifer-rodstrom-3472326/  
What is the best CX advice you’ve ever been given? The improvement process is much more important than any given score. The score is just a number - it’s what you do to improve the experience based on customer feedback that’s valuable.
KRISTA ROSEBERRY, CCXP
Vice President, Consulting Services, Walker
LinkedIn: www.linkedin.com/in/kroseberry

JONATHAN RUCHMAN, CCXP
Senior Director, Customer Experience, Brookdale Senior Living
LinkedIn: linkedin.com/in/jonathanruchman

What is the best CX advice you've ever been given? A CX business case based just on emotion/feel good reasons without real data will never take off.

JENNIFER RULON, CCXP
Customer Experience Manager, Indiana Farmers Mutual Insurance Company
LinkedIn: www.linkedin.com/in/jennifer-rulon-prc-ccxp-6475994
JULIE M. RYAN, CCXP
Director, Customer Experience, Johnson & Johnson
LinkedIn: https://www.linkedin.com/in/julie-ryan-ccxp-3878901a/
What is the best CX advice you've ever been given? Customer experience is a journey, not a destination

AURAWAN SACHAPHORNSKUL, CCXP
Enterprise Customer Success Manager, Replicon Inc
Twitter: aurawan
LinkedIn: https://www.linkedin.com/in/aurawan/
Blog: aurawan.wordpress.com
What is the best CX advice you've ever been given? “Are you trying to solve customer experience problems without understanding your customer experience ecosystem? You might as well be air-dropping butterflies into Zion National Park. You’re going to spend a whole lot of money and end up right where you started.” — Harley Manning, Outside In: The Power of Putting Customers at the Center of Your Business

KEENAN SAMUELSON, CCXP
Analyst, E Source
Twitter: @esourcekeenan
LinkedIn: linkedin.com/in/ksamuelson/
What is the best CX advice you've ever been given? The purpose of business is to create and keep a customer. - Peter Drucker
BILL SCHIMIKOWSKI, CCXP
Vice President, Customer Experience, Fidelity Investments
Twitter: @BSchimikowski
LinkedIn: https://www.linkedin.com/in/schimikowski/
What is the best CX advice you’ve ever been given? Fall in love with the problem, not the solution!

LORRAINE SCHUMACHER, CCXP
CEM/CX Evangelist, Clarabridge
LinkedIn: https://www.linkedin.com/in/lorraine-schumacher-145b6150/
What is the best CX advice you’ve ever been given? Always keep the customer at the forefront of your decisions and actions. Take the time to really drill down into the “why.” For example, “too expensive” is not an insight. The answer to “why” the customer does not perceive the appropriate value for what they are paying is the insight. Dig deeper into your analytics to find the balance between customer needs/wants and strategic decisions.

THERESA SCHWANKE, CCXP
Insights & Strategy, Sparks Grove, a Division of North Highland
LinkedIn: www.linkedin.com/expeditioninsight
What is the best CX advice you’ve ever been given? There are 3 tiers to closing the loop with feedback
CHRIS SEGO, CCXP
Vice President, Consulting Services, Walker

KEREN SHAKED, CCXP
CEO, B-Pro and B-Next Campus
LinkedIn: https://www.linkedin.com/in/keren-shaked-cx/
What is the best CX advice you’ve ever been given? Everyone can find their place and there’s always something to do different that anyone is already doing and has done before.

KARL SHARICZ, CCXP
Founder & CEO, HorizonCX
Twitter: @ksharicz
LinkedIn: in/karlsharicz
Blog: http://kesghr.blogspot.com
What is the best CX advice you’ve ever been given? Leap and the net will appear.
NEIL SHARP, CCXP
Partner, PEN CX
Twitter: @NSharp67
LinkedIn: https://www.linkedin.com/in/neil-sharp-331b89/

How has being a CCXP helped you professionally? The CCXP Qualification is based on practical experience of applying the discipline of Customer Experience Management. It demonstrates capability and expertise in a way that genuinely makes a difference.

CINDY SHAW, CCXP
Director of The Haverford Fund, The Haverford School
LinkedIn: in/cindyshaw2

What is the best CX advice you’ve ever been given? From Shep Hyken: “Everyone in your organization affects the customer experience.” “...whatever the culture is on the inside of your organization, it is going to be felt on the outside by the customer.”

ROB SHERRELL, CCXP
Global Customer Experience Lead, The North Highland Company
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LinkedIn: linkedin.com/in/robsherrell

What is the best CX advice you’ve ever been given? Less advice and more inspiration from legendary coach John Wooden, “If you don't have time to do it right, when will you have time to do it over?”
AMY SHIOJI, CCXP
Vice President, CX Strategy & Insights, USA TODAY Network/Gannett
LinkedIn: LinkedIn.com/in/amyshioji

What is the best CX advice you’ve ever been given? “CX is as much about what you won’t do as what you will do.” To be effective, CX needs to be systematic and consistent—which means you can’t always fix everything. Turn your attention to the key drivers of satisfaction and make sure you’re focused on the right customers and the right experiences to really drive impact.

ANITA SIASSIOS, CCXP
Business Partner - Group Operations, ANZ Bank
LinkedIn: https://www.linkedin.com/in/anita-siassios-ccxp-01a57a21/

What is the best CX advice you’ve ever been given? Take the time to walk in the customers’ shoes no matter how far removed from the front line!

MELANIE SIEWERT, CCXP
VP, Customer Engagement Marketing, Worldpay
LinkedIn: https://www.linkedin.com/in/melaniewing/

What is the best CX advice you’ve ever been given? Don’t try to fix everything at one time, look for the opportunities that have the largest impact on the customer and focus on those areas. Don’t be afraid to pilot something new to get internal acceptance. Many of the changes that need to occur are a result of legacy systems or decisions and will take time to correct.
MARLANGES SIMAR, CCXP
Customer Experience Architect, Prime Therapeutics
LinkedIn: www.linkedin.com/in/marlanges

What is the best CX advice you’ve ever been given? Keep it simple and always apply the customer lens.

SARAH SIMON, CCXP
Senior Director, CX Consulting, Confirmit
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LinkedIn: https://www.linkedin.com/in/sarahasimon

What is the best CX advice you’ve ever been given? Know your CX program, evaluate it in a methodical fashion, and map a custom path to success.

RAJ SIVASUBRAMANIAN, CCXP
Director, Customer Experience Consulting Services, Verint
LinkedIn: https://www.linkedin.com/in/rajsivasubramanian/

What is the best CX advice you’ve ever been given? You need support from many parts of an organization for CX efforts to succeed and the best way to get people behind CX initiatives is to link CX outcomes to their own goals and objectives. Linking CX to revenue will always be key but also linking CX to the success of specific corporate initiatives is what will really get stakeholders to buy in.
DIANE SKIRVIN, CCXP
Vice President, Consulting Services, Walker Information
Twitter: @DianeSkirvin
LinkedIn: https://www.linkedin.com/public-profile/settings?trk=d_flagship3_profile_self_view_public_profile

What is the best CX advice you’ve ever been given? Different levels of CX maturity have different challenges. Embrace those challenges, as there will always be something to overcome in a CX practice.

TODD SKODA, CCXP
Director of Feedback and Response, Oracle Corporation
LinkedIn: todd.skoda@oracle.com

What is the best CX advice you’ve ever been given? Knowing your corporate culture will help you understand how best to drive change.

MELISSA SKOGAN, CCXP
Voice of the Customer, Qualitative Research Manager, ASSA ABLOY
LinkedIn: https://www.linkedin.com/in/melissaskogan/
MARK SLATIN, CCXP
SVP, Dir. of Client Experience, Sandy Spring Bank

What is the best CX advice you've ever been given? This will be like pushing a rock up a mountain.

VIDHYA SRIRAM, CCXP
CX - UX Strategist, Saashvata LLC

LinkedIn: https://www.linkedin.com/in/vidhyasriram/

What is the best CX advice you've ever been given? 1. Do not Moralize - It fractures trust 2. Do not Convince - Instead focus on showing value and build influence.

LEIGH STOKES, CCXP
Head of Global UX, eVestment

LinkedIn: in/leighstokes

What is the best CX advice you've ever been given? Don't mistakenly believe that you are your customer. Understand those you serve by asking “Why?” 5 times to uncover the root of their needs.
ROBERT TANGEMAN, CCXP
Director, Customer Experience, Exactech
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How has being a CCXP helped you professionally? Staying current on the latest best known methods in this rapidly evolving industry.

BETH TANNER, CCXP
Director, QA and Training Operations, UMUC
Twitter: @bt_musings
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What is the best CX advice you’ve ever been given? Engage employees to improve customer experience.

ZACK TAYLOR, CCXP
Director WW Contact Center, Cidco
Twitter: @JohnnyZT
LinkedIn: https://www.linkedin.com/in/zack-taylor-956265/
What is the best CX advice you’ve ever been given? Always tie your solution to customer strategy.
BRUCE TEMKIN, CCXP
CX Transformist & Managing Partner, Temkin Group
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LinkedIn: https://www.linkedin.com/in/brucetemkin/
Blog: https://experiencematters.blog/

What is the best CX advice you’ve ever been given? To be honest, I’m often the one giving advice on CX. The best advice overall was from Jack Welch when I worked at GE, who told me (and others): “Deal with the world as it is, not how you’d like it to be.”

STEPHANIE THUM, CCXP
Executive Strategist, CX Content for CXPA
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Blog: www.linkedin.com/in/stephaniethum

What is the best CX advice you’ve ever been given? 1. Understand the power cores. 2. The only thing worse than not asking for client feedback is asking and not following up. 3. There is always something you *can* do (for your client).

JIM TINCHER, CCXP
Mapper-In-Chief, Heart of the Customer
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LinkedIn: https://www.linkedin.com/in/jimtincher/
Blog: heartofthecustomer.com/cx-blog/

What is the best CX advice you’ve ever been given? To get senior leadership buy-in, tie your work back to the business.
AKOS TOLNAI, CCXP
CEO, AbilityMatrix, Ltd.
Twitter: @abilitymatrix
LinkedIn: https://uk.linkedin.com/in/akostolnai
Blog: https://medium.com/@abilitymatrix

What is the best CX advice you’ve ever been given? Stories are the building blocks of any experience. Your customers remember stories. You build stories to convey the message in your organization and you orchestrate experiences to build stories that lead to loyalty. Stories matter.

CHAD TOPPASS, CCXP
Customer Experience Analytics, Nintendo of America
Twitter: @Ctop1001
LinkedIn: https://www.linkedin.com/in/chadtoppass/
Blog: cxdojo.co

What do you find critical to your CX practice? Engagement. The value of CX practice is only realized when action is taken as a result. Forging and strengthening relationships with business partners is essential for success. Your most important work as a practitioner is to evangelize customer experience and engage people at all levels of the organization with the customer experience discipline and inspire them to action.

MARIO TOUSSAINT, CCXP
Services Excellence Officer - Chief Experience Officer, The University of Toledo
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How has being a CCXP helped you professionally? Being a CCXP has brought structure and credibility. The network I now belong to is indispensable.
JANE TREADWELL-HOYE, CCXP
Managing Director, epifani
Twitter: @epifaninz
LinkedIn: https://www.linkedin.com/in/janetreadwellhoye

What is the best CX advice you’ve ever been given? Validate, co-create, validate. No matter how great the idea, the product or the service, unless you are designing for your customers and you engage them in the process you will never be able to truly deliver exceptional customer experiences.

ROMAN TREBON, CCXP
Senior Director, Client Experience, TSYS
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What do you find critical to your CX practice? Tying customer experience to hard metrics & financial returns.

GREG TUCKER, CCXP
CEO, CX Transformist, Tucker & Company
LinkedIn: www.linkedin.com/in/gregtucker2017

What is the best CX advice you’ve ever been given? CX is as much about Change Management vs. the “Science of CX.”
CLÁUDIA VALE, CCXP
CX Director, FLWOW! Consulting
Twitter: twitter.com/kludiasvale
LinkedIn: linkedin.com/claudiavale
Blog: www.claudiavale.com

What is the best CX advice you’ve ever been given? “Everything gets better off, when it’s better in!” - it works for companies and for people as well.

KATHY VAN DE LAAR, CCXP
Director, EarlyBridge
Twitter: @kathyvanvandelaar
LinkedIn: /in/kathyvanvandelaar/
Blog: http://www.earlybridge.nl/eb-blog/

What do you find critical to your CX practice? Turning thought into action. The ability to develop a strategy and translate it into practical, tangible and measurable business impact.

ERIN VAN REMORTEL, CCXP
Executive Partner, Customer Experience Design, Verizon
Twitter: @erinvanremortel
LinkedIn: www.linkedin.com/in/erin-van-remortel-ccxp-37096b1

What is the best CX advice you’ve ever been given? If you have empathy for your customer but do nothing about it, you are a sociopath.
VASSILIS VASSILIADIS, CCXP
Customer and Digital Experience Advisor, People and Business Transformation Leader, Change Agent, Vivid Vibes
LinkedIn: https://www.linkedin.com/in/vas2709/

What is the best CX advice you’ve ever been given?
1. Have a purpose, stand for something
2. Shut up and listen to your customers and employees
3. Do what they tell you
4. Repeat

ERIN D. WALLACE, CCXP
Director, CXM Digital Strategy
BASF, Agricultural Solutions
Twitter: @Redejong
LinkedIn: erinwallace77

What is the best CX advice you’ve ever been given?
CX is about integration across functions for the good of our customers. Know when to lead and when to yield.

JEANNIE WALTERS, CCXP
CEO and Founder, 360Connext, Experience Investigators™
Twitter: @jeanniecw @360Connext
LinkedIn: www.linkedin.com/in/jeanniewalters
Blog: www.cxcontent.com

What is the best CX advice you’ve ever been given?
Do what’s right for your customers, even if the data tells you it’s wrong in the short-term.
VANESSA WEATHERS, CCXP  
Consumer Experience Consultant, United Healthcare  
LinkedIn: in/VanessaWeathers  
What do you find critical to your CX practice? Empathy is critical to CX. It’s “getting down on your knees and looking someone else in the eye and realizing you could be them...”

JEREMY WHYTE, CCXP  
Senior Director, User Communities, Oracle  
Twitter: @jeremymwhyte  
LinkedIn: in/jeremywhyte  
What do you find critical to your CX practice? Having a vision, starting small, moving fast, and celebrating others’ successes accelerates transformations, increases engagement and leads to greater results.

ANNE WITHERSPOON, CCXP  
Executive Vice President, Director of Client Onboarding and Service Delivery, Texas Capital Bank  
LinkedIn: https://www.linkedin.com/in/anne-witherspoon/  
What is the best CX advice you’ve ever been given? It’s more than t-shirts, coffee mugs and pep rallies...it’s about getting something done.
MIKE WITTENSTEIN, CCXP
Founder and Managing Partner, StoryMiners
Twitter: @mikewittenstein
LinkedIn: www.linkedin.com/in/mikewittenstein

What is the best CX advice you’ve ever been given? Find out what it takes to make someone else’s job easier—then do it. (To me, this idea is the crossover point between service design, customer service, and experience design.)

SUSAN WOLFGANG, CCXP
Service Delivery Manager, Vendavo
LinkedIn: www.linkedin.com/in/susanwolfgang/

What is the best CX advice you’ve ever been given? It’s about doing what is right, you can feel it in your gut.

AMANDA WRAY, CCXP
Text Analyst, Walker Information
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Blog: https://blog.walkerinfo.com/blog/author/awraywalkerinfo-com/

How has being a CCXP helped you professionally? Being a CCXP has grown my professional network exponentially. I am constantly connecting with other CCXPs who are also interested in using analytics to further our understanding of a customer’s journey, which allows me to stay in-the-know on newest practices and trends.
PHIL WRIGHT, CCXP
Director, WW Customer Experience, Lenovo
LinkedIn: www.linkedin.com/in/phlbwright

What is the best CX advice you’ve ever been given? This stuff isn’t something you can just learn by reading the right book. You have to get out there, try it, and the quickly learn from the failures.

MICHELLE YAKOVAC, CCXP
President, CX Insight Partners
Twitter: https://twitter.com/mayatcxip
LinkedIn: https://www.linkedin.com/in/michelleyakovac

What is the best CX advice you’ve ever been given? Continuous improvement initiatives will only get you so far. At some point, you need to start tackling the big hairy issues that are holding you back and start seeding innovations in the customer experience that will keep you relevant, valuable and indispensable to your customers.

HEATHER YOUNGER, CCXP
Chief Customer Fanatic and Founder, Customer Fanatix
Twitter: @Customerfanatix
LinkedIn: in/heatheryounger
Blog: http://blog.customerfanatix.com

What is the best CX advice you’ve ever been given? Start with a strategy in mind first. If not, you will be spending your days on tactics that are not unified and don’t align the organization.
FRANCISCO ZAPATA, CCXP
Founder and Consultant, Kentricos
LinkedIn: https://www.linkedin.com/in/frzapata
Blog: http://kentricos.com/blog
What is the best CX advice you've ever been given? Genuinely, sincerely and profoundly understand the customer.
Get Certified!

The Certified Customer Experience Professional (CCXP) designation is for practitioners who want to be recognized for their expertise and skills while defining standards and best practices for the industry.

**BENEFITS OF BECOMING A CCXP**
- Validates credibility and expertise
- Provides a framework for advancement
- Increases marketability
- Demonstrates commitment to continuous improvement

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The CCXP certification costs $645. CXPA members receive a $150 discount on certification and pay only $495.

**EXAM FEES**
The Certified Customer Experience Professional exam is a 70-question test administered at convenient testing sites around the world. Eligible candidates should not need training or studying. CXPA members have access to a variety of resources centered around the six competencies in the exam. Learn more about preparing for and taking the exam.

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Candidates whose education and experience satisfy the criteria may apply for the certification and have their candidacy evaluated by CXPA representatives.

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If you’d like to have your organization included in the ART program, you can become an official CXPA ART Provider by submitting an application for consideration. Once your application is approved, you will provide your training and educational material for review to the CXPA.

To learn more about becoming an Authorized Resource and Training Provider, and to apply, go to [http://www.ccxp.org/exam-resources/art/](http://www.ccxp.org/exam-resources/art/)