



Who's Who of CX

Brought to you by the



Customer Experience Professionals Association™

Who's Who in Customer Experience

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 bringing in 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...**

www.cxpa.org

www.ccxp.org



Brian Andrews, CCXP

VP, Customer Experience & NPS, Sprint

Twitter: [@LoyaltyRocks](https://twitter.com/LoyaltyRocks)

LinkedIn: [in/brian-andrews-ccxp-b95786](https://www.linkedin.com/in/brian-andrews-ccxp-b95786)

CXPA Member Profile: <http://bit.ly/1QkMSki>

What is the best CX advice you've been given? Walk in the customer shoes. Understand what customer do vs. say. Fall in love with the problem, not your solution. Rapidly experiment often.



Jerry Angrave, CCXP

Consultant, ART trainer and mentor, Empathyce Customer Experience

Twitter: [@empathyce](https://twitter.com/empathyce)

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

Blog: <http://empathyce.com/blog-improve-customer-experiences/>

CXPA Member Profile: <http://bit.ly/1QblUJ4>

What is your best advice to drive CX success? Bring to life for stakeholders what it's really like to be a customer on the receiving end of what they do.



Parrish Arturi, CCXP

SVP, Retail Service and Experience Delivery, Fidelity Investments

Twitter: [@parturi](https://twitter.com/parturi)

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

CXPA Member Profile: <http://bit.ly/1T1F2gg>

What is your best advice to drive CX success? Create a CX strategy and roadmap within the first 90 days and make sure to get wins early (and often).

Authorized Resource & Training Program

As an ART Provider, the CXPA offers:

- Your logo included on the CCXP.org website as a recognized, approved and endorsed resource
- Exclusive access to a key audience of advanced CX professionals
- A CCXP Authorized Resource and Training (ART) Provider Program logo for marketing purposes (*cool, right?*)

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




Sue Atkins, CCXP

Director, Connections Ltd

LinkedIn: [in/sueatkins1](https://www.linkedin.com/in/sueatkins1)
CXPA Member Profile: <http://bit.ly/1T1F33O>

What do you find critical to your CX practice? Focus on delivering measurable results that deliver both increased customer loyalty and improved financial performance. Without ROI, profit-centred initiatives that will undermine customer experience will continue and reduce momentum.


Brian Atkinson, CCXP

Customer Experience, Cisco

Twitter: [@batkinso](https://twitter.com/batkinso)
LinkedIn: [in/brian-atkinson-7051333](https://www.linkedin.com/in/brian-atkinson-7051333)
Blog: <http://gblogs.cisco.com/uki/author/batkinso/>
CXPA Member Profile: <http://bit.ly/1T1F9se>

What do you find critical to your CX practice? Alignment across stakeholders on the ideal end state.


Robert Azman, CCXP

Chief Experience Officer, Avtex Consulting Solutions, LLC

Twitter: [@raa4510](https://twitter.com/raa4510)
LinkedIn: [in/robertazmanmba](https://www.linkedin.com/in/robertazmanmba)
CXPA Member Profile: <http://bit.ly/1T1F9IC>

What is the best CX advice you've 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.


Laura Balentyne, CCXP

Founder & President, Balentyne

Twitter: [@laurabalentyne](https://twitter.com/laurabalentyne)
LinkedIn: [in/laurabalentyne](https://www.linkedin.com/in/laurabalentyne)
Blog: <http://www.balentyne.com/musings/>
CXPA Member Profile: <http://bit.ly/1T1FbQZ>

What do you find critical to your CX practice? Listen and deeply understand internal pain points, beliefs, and culture. Ignore shining objects and focus on efforts that tie directly to the bottom line.



Doug Balson, CCXP

Consultant Organizational Excellence, cxdialogue

Twitter: [@cxdialogue](https://twitter.com/cxdialogue)

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

Blog: <http://cxdialogue.blogspot.ca/>

CXPA Member Profile: <http://bit.ly/1T1Fc7r>

What is the best CX advice you've been given? Metrics are for communication not evaluation.



Michael Baum, CCXP

Director, Sparks Grove

Twitter: [@baumms](https://twitter.com/baumms)

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

CXPA Member Profile: <http://bit.ly/1T1FcnS>

What is the best CX advice you've been given? CX is the art of applying listening and change.



Karen Beasley, CCXP

Customer Experience Director, Formerly National Express - UK Coach

What is your best advice to drive CX success? 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 behaviours.



Mike Bellis, CCXP

Customer Experience Lead,, Pifzer GIP Europe

Twitter: [@PharmaCXM](https://twitter.com/PharmaCXM)

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

CXPA Member Profile: <http://bit.ly/1T1FcnZ>

What do you find critical to your CX practice? A regular source of empathy with customers is absolutely essential, it provides a strong foundation for organisational success.



Lee Berger, CCXP

Second Vice President, Travelers Operations Customer Experience, Travelers Insurance

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

CXPA Member Profile: <http://bit.ly/1T1Fawi>

What is your best advice to drive CX success? Different people are motivated differently; understand what motivates your audience and tailor your message accordingly.



Jeanne Bliss, CCXP

Founder and President, CustomerBliss

Twitter: [@JeanneBliss](https://twitter.com/JeanneBliss)

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

Blog: <http://www.customerbliss.com/blog/>

CXPA Member Profile: <http://bit.ly/1T1FaMS>

What is your best advice to drive CX success? Engage the c-suite in understanding what CX is and how it contributes to business growth. Unite them in evaluating the current state of your one-company experience from your customers' viewpoint. Then break the work into achievable pieces with clarity on their actions and behavior required.



Chantel Botha, CCXP

Customer Experience Transformer, BrandLove

Twitter: [@chantelbot](https://twitter.com/chantelbot)

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

Blog: <http://www.brandlove.co.za>

CXPA Member Profile: <http://bit.ly/1T1Fb3e>

What do you find critical to your CX practice? Personal development, relationships with CX experts and support from a people who get CX.



Anne Brunson, CCXP

Regional Vice President of Operations, CoreSource

CXPA Member Profile: <http://bit.ly/1T1Fb3p>

What do you find critical to your CX practice? Information. You not only need to have the right information, you have to be able to tell a story with it; spur action.

**Rachel V. Buckley, CCXP**

(Formerly) Vice President, Global Customer Experience, Thomson Reuters

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

CXPA Member Profile: <http://bit.ly/1T1FdrQ>

What is your best advice to drive CX success? If you can't do everything at once, do something at once. (Calvin Coolidge)

**Jocelyn Burgess, CCXP**

Listening Strategist, Intel Corporation

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

CXPA Member Profile: <http://bit.ly/1T1FbAl>

What is the best CX advice you've been given? Don't just be good - be memorably good.

**Rod Butcher, CCXP**

Client Experience Development Lead, Fidelity

Twitter: [@rodbutcher](https://twitter.com/rodbutcher)

Blog: <http://rodsroundup.com>

CXPA Member Profile: <http://bit.ly/1T1Fds7>

What is the best CX advice you've been given? You are only as strong as the weakest link in the chain. So, work holistically, end to end.

**Darin P. Byrne, CCXP**

Sr. Director, Professional Services, Wolters Kluwer GRC Solutions

LinkedIn: [in/darin-byrne-a49b85](https://www.linkedin.com/in/darin-byrne-a49b85)

CXPA Member Profile: <http://bit.ly/1T1Few1>

What is your best advice to drive CX success? Multiply the effort - engage as many people as possible throughout the organization to think like a customer.



Terrance P. Callanan, CCXP

Chief Quality Officer, Carestream Health, Inc.

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

CXPA Member Profile: <http://bit.ly/1T1FeMo>

What is your best advice to drive CX success? Be relentless. There will be lots of barriers to success. But start small, be roughly right, learn, refine, and then expand.



John E. Carroll, III, CCXP

Head of Customer Experience, Ipsos Loyalty

Twitter: [@jcarroll3](https://twitter.com/jcarroll3)

LinkedIn: [in/john-carroll-iii-a524b54](https://www.linkedin.com/in/john-carroll-iii-a524b54)

CXPA Member Profile: <http://bit.ly/1T1FdYW>

What is the best CX advice you've been given? Leading a CX Transformation? Fake it until you make it!



Gratia Carver, CCXP

Director, Customer Experience Portfolio Management, Allegion - Security Technologies

LinkedIn: [in/gratia-carver-7477a97](https://www.linkedin.com/in/gratia-carver-7477a97)

CXPA Member Profile: <http://bit.ly/1T1FdZ6>

What is the best CX advice you've been given? Leverage your organizations current culture to "evolve" the CX culture vs. attempting to start from scratch.



Somesh Chablani, CCXP

Vice President, Managed Services and Customer Success, FIS

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

CXPA Member Profile: <http://bit.ly/1T1FeMA>

What is your best advice to drive CX success? Continual Engagement with Customers, Share CX feedback with Employees and capture Metrics to monitor CX Progress.



Shelly M. Chandler, CCXP

Director, CustomersFirst Now

CXPA Member Profile: <http://bit.ly/1T1FefC>

What is your best advice to drive CX success? It's time to link CX programs to financial outcomes, even if they take a while to prove out. Nice to have and nice to do only work with unlimited budgets, and those are uncommon. Find any way possible to engage and enliven your executive team, proving that CX is an essential business strategy.



Rajat Chawla, CCXP

Transformist, Capgemini

Twitter: [@rajat_chawla](https://twitter.com/rajat_chawla)

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

Blog: <http://www.rajatchawla.net>

CXPA Member Profile: <http://bit.ly/1T1Ff3b>

What do you find critical to your CX practice? Most critical aspect of CX success is building a common understanding of what CX is. And then ensuring every individual figures out how to make it happen.



Garry Clamp, CCXP

Director Customer Experience - EMEA, Ciena

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

CXPA Member Profile: <http://bit.ly/1T1FfjF>

What is your best advice to drive CX success? Be genuine in your approach.



Daniel Clohossey, CCXP

Senior Manager, Cisco Systems, Inc.

CXPA Member Profile: <http://bit.ly/1T1FhrG>

What is the best CX advice you've been given? Never underestimate the difficulty in making a change in how things are done.



Adam Cringle, CCXP

Manager of Client Experience Intelligence, Pitney Bowes

What is your best advice to drive CX success? Do not focus on a number. Focus on actions and the number will follow.



Lisa Crymes, CCXP

Chief Experience Officer, DST Health Solutions

Twitter: [@lisacrymes](https://twitter.com/lisacrymes)

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

CXPA Member Profile: <http://bit.ly/1T1FfA1>

What do you find critical to your CX practice? Making sure the practice is ran as a business discipline.



Mark Cullen, CCXP

Principal, Panel Edge

Twitter: [@CXireland15](https://twitter.com/CXireland15)

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

Blog: <http://www.cxireland.ie>

CXPA Member Profile: <http://bit.ly/1T1FfAc>

What is your best advice to drive CX success? CX isn't about one solution. It's about empowering the organisation so that the many, many little things all add up to be a big success.



<http://www.clearaction.biz/>



<http://www.cxp.org>

ART Trainer: Lynn Hunsaker, CCXP; Customer Experience ROI Strategist

"It's an honor to be CXPA-certified! Double-honor: our CXPA-authorized online CX Excellence course: fastest way to see how to leapfrog norms!"



Jeffrey Daigle, CCXP

Sr Research Analyst, E Source

Twitter: [@ESourceJeffrey](https://twitter.com/ESourceJeffrey)

LinkedIn: [in/jeffrey-daigle-54561251](https://www.linkedin.com/in/jeffrey-daigle-54561251)

CXPA Member Profile: <http://bit.ly/1T1FfQx>

What do you find critical to your CX practice? Don't just survey customers, talk to them! Getting direct feedback from interviews and other potential engagement really helps!



Pat Dawson, CCXP

Principal/Senior Consultant, Conga Brand Consulting

Twitter: [@pdawsonconga](https://twitter.com/pdawsonconga)

Blog: <http://www.congaconsulting.com/blog/itemlist>

CXPA Member Profile: <http://bit.ly/1T1Fg74>

What do you find critical to your CX practice? Flexibility to meet people and companies wherever they are on their CX journey.



MaryEllen DeMarco, CCXP

Customer Experience & Market Research Consultant, Avalyne Research & Consulting, Inc.

Twitter: [@MaryEllen444](https://twitter.com/MaryEllen444)

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

CXPA Member Profile: <http://bit.ly/1T1FivJ>

What is your best advice to drive CX success? Intentionally create a CX vision - What do we want to be? - and prioritize resources to fulfill it.



Suzie Dieth, CCXP

Customer Experience Manager, NRG

CXPA Member Profile: <http://bit.ly/1T1Fjjs>

What is the best CX advice you've been given? CX is a journey! Think of it as a marathon, not a sprint.



Martin Dowson, CCXP

Customer Led Design, Royal Bank of Scotland

Twitter: [@mdowson](https://twitter.com/mdowson)

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

Blog: <http://experiencezen.com>

CXPA Member Profile: <http://bit.ly/1T1FkDX>

What is your best advice to drive CX success? Find as many ways, for as many people, to spend as much time as possible with customers.



Caitlin Drake, CCXP

Director of Customer Experience, Busey

LinkedIn: [in/caitlin-drake-b6551310](https://www.linkedin.com/in/caitlin-drake-b6551310)

CXPA Member Profile: <http://bit.ly/1T1FkUy>

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](https://twitter.com/TabithaDunn)

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

CXPA Member Profile: <http://bit.ly/1T1FlaQ>

What is your best advice to drive CX success? Leading CX can often be an uphill battle, which means passion for the customer & being persistent about making a difference are keys to CX success.



Eryc Eyl, CCXP

Senior Analyst, E Source

Twitter: [@ESourceEryc](https://twitter.com/ESourceEryc)

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

Blog: <http://www.esource.com/blog>

CXPA Member Profile: <http://bit.ly/1T1Fn2H>

What do you find critical to your CX practice? Optimism, resilience, and broad-based business acumen.



Barbie Fink, CCXP

Principal Customer Experience Improvement Leader, Adobe

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

CXPA Member Profile: <http://bit.ly/1T1Fnzq>

What is your best advice to drive CX success? Put yourself in the shoes of your customers every chance you get, and find ways to inspire the rest of your organization to do the same.



Sandra Fornasier, CCXP

Global Director of Customer Experience, Ciena Corporation

LinkedIn: [in/sandra-fornasier-ccxp-b0a0514](https://www.linkedin.com/in/sandra-fornasier-ccxp-b0a0514)

What do you find critical to your CX practice? Holding up internal KPIs against measures of customer perception to change the organizational conversations.



Annette Franz, CCXP

Director, Customer Outcomes, Fidelity Investments

Twitter: [@annettefranz](https://twitter.com/annettefranz)

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

Blog: <http://www.cx-journey.com/>

CXPA Member Profile: <http://bit.ly/1T1Flrv>

What do you find critical to your CX practice? Most critical to your CX practice is leadership buy-in and commitment; without it, you won't have the resources or the culture needed to transform the experience.



Karyn Furstman, CCXP

VP Customer Experience, Safeco Insurance, a Liberty Mutual Company

Twitter: [@customers_furst](https://twitter.com/customers_furst)

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

CXPA Member Profile: <http://bit.ly/1T1Fmf7>

What is your best advice to drive CX success? Make it part of your business and don't think of it as a project or initiative.


Saari Gardner, CCXP

Associate Director, Customer Experience & Analytics, The Steritech Group, Inc.

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

CXPA Member Profile: <http://bit.ly/1T1Fond>

What is your best advice to drive CX success? Spend time with the people closest to your customer. Customer input with the context of employee experience builds a holistic picture AND constituency.


Ross Garretson, CCXP

Vice President, Customer Experience Hunter Douglas North America, Hunter Douglas

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

CXPA Member Profile: <http://bit.ly/1T1FpaE>

What is the best CX advice you've been given? The best advice I've been given is to focus relentlessly on customer success and all other objectives will follow.


Patrick Gibbons, CCXP

Principal, SVP, Walker

Twitter: [@patgibbons](https://twitter.com/patgibbons)

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

Blog: <http://blog.walkerinfo.com/blog/engaging-the-enterprise>

CXPA Member Profile: <http://bit.ly/1T1FoDF>

What do you find critical to your CX practice? It's critical that CX delivers tangible results.


Brian Gnatt, CCXP

Assistant Vice President, Customer Experience, University of Maryland University College

Twitter: [@bgnatt](https://twitter.com/bgnatt)

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

CXPA Member Profile: <http://bit.ly/1T1FoU4>

What is your best advice to drive CX success? Open channels to listen to your customers and follow through on their suggestions.



Ian Golding, CCXP

Managing Consultant, Customer Experience Consultancy Ltd

Twitter: [@ijgolding](https://twitter.com/ijgolding)

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

Blog: <http://www.ijgolding.com/>

CXPA Member Profile: <http://bit.ly/1T1Fprh>

What do you find critical to your CX practice? Honesty, openness and authenticity. Storytelling is a great way of bringing to life the reality of how CX can genuinely and demonstrably make a difference.



Noah Grayson, CCXP

Principal, SVP Consulting Services, Walker

Twitter: [@noahgrayson](https://twitter.com/noahgrayson)

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

Blog: <http://blog.walkerinfo.com/>

CXPA Member Profile: <http://bit.ly/1T1FoUj>

What is your best advice to drive CX success? Align CX initiatives to your business objectives.



Heather Grisedale, CCXP

Service Excellence Manager, James Walker Ltd

Twitter: [@heather_jw](https://twitter.com/heather_jw)

CXPA Member Profile: <http://bit.ly/1T1FpHH>

What is your best advice to drive CX success? Make it all about P2P (ppl to ppl) not B2B or B2C.



Kristin Guthrie, CCXP

Vice President, Customer Experience, Honeywell Aerospace

Twitter: [@marketingmite](https://twitter.com/marketingmite)

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

Blog: <https://aerospace.honeywell.com/blog/kristin-guthrie>

CXPA Member Profile: <http://bit.ly/1T1FpHK>

What is your best advice to drive CX success? The old saying, "no good deed goes unpunished" definitely applies when you strive for culture change. Investing in training and ensuring that each initiative is measurable, in terms of impact, is critical.



William H. Haiges, CCXP

Business Operations Manager, Cisco Systems

CXPA Member Profile: <http://bit.ly/1T1FpY7>



Drew DeHaven Hall, CCXP

Director, Customer Experience, SanDisk Corporation

Twitter: [@drewdehavenhall](https://twitter.com/drewdehavenhall)

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

CXPA Member Profile: <http://bit.ly/1T1Fs6m>

What is your best advice to drive CX success? Engage the stakeholders within your organization, expand the opportunities to collect feedback from customers, communicate the results in multiple ways!



Reginald Halstead, CCXP

Lead, Customer Operations Data Analytics, Gogo Business Aviation

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

CXPA Member Profile: <http://bit.ly/1T1Fsml>

What is your best advice to drive CX success? Humanize the data. Every data point captures a customer's experience, feeling, or decisions. Speak to the data from the customer's perspective.



Musa Hanhan, CCXP

Director, Experience Design & NPS, Genesys

Twitter: [@mhanhan](https://twitter.com/mhanhan)

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

CXPA Member Profile: <http://bit.ly/1T1Fqel>

What is your best advice to drive CX success? You have the right team in place to drive the strategy, assuming the CEO and the senior managements already embraced it.



Brad Harmon, CCXP

Vice President, Consulting Services, Walker

Twitter: [@outtaharmsway](https://twitter.com/outtaharmsway)

LinkedIn: [in/brad-harmon-0518b6](https://in.linkedin.com/in/brad-harmon-0518b6)

Blog: <http://blog.walkerinfo.com/>

CXPA Member Profile: <http://bit.ly/1T1Fqv6>

What is the best CX advice you've been given? The reason we all have jobs is because of customers. Everything we do has to be done with the customer in mind.



Jennifer Head, CCXP

Global Customer Experience Manager, Lexmark International, Inc.

CXPA Member Profile: <http://bit.ly/1T1FsDs>

What is the best CX advice you've been given? Continuous improvement requires continuous feedback.



Tony Hillson, CCXP

CX Designer & Senior Consultant, Service Design NZ Ltd

Twitter: [@ServiceDNZ](https://twitter.com/ServiceDNZ)

LinkedIn: [in/tony-hillson-75886b4](https://in.linkedin.com/in/tony-hillson-75886b4)

CXPA Member Profile: <http://bit.ly/1T1FqLK>

What do you find critical to your CX practice? When developing new solutions, observe your customers behaviour where-ever possible, don't just ask them what they want. Most critically, test, test and test your ideas with low-fidelity prototypes as early as possible.



Lynn Hunsaker, CCXP

Customer Experience ROI Strategist, ClearAction

Twitter: [@clearaction](https://twitter.com/clearaction)

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

Blog: <http://ClearActionCX.com/blog>

CXPA Member Profile: <http://bit.ly/1T1Fr2i>

What is the best CX advice you've been given? Start at the top, every C-team member owning CX outcomes, monitor/reward what employees can change as teams.



Greg Iszler, CCXP
EVP, CX, The Mars Agency

LinkedIn: [in/gregiszler](https://www.linkedin.com/in/gregiszler)
CXPA Member Profile: <http://bit.ly/1T1Ftaq>

What do you find critical to your CX practice? Work to quantify the influence of each touchpoint on purchase, loyalty, and advocacy.



Mahmoud M. Jallad, CCXP
Program Manager - Customer Experience Transformation, Electricity Holding Company Oman

LinkedIn: [in/mjallad](https://www.linkedin.com/in/mjallad)
CXPA Member Profile: <http://bit.ly/1T1FriV>

What is your best advice to drive CX success? Customers are humans, understand them on aggregate, on segment, on personal levels and act on your understanding.



Wanda Jett, CCXP
Customer Experience Director, State Auto Insurance Companies

CXPA Member Profile: <http://bit.ly/1T1FtHp>

What is the best CX advice you've been given? Make sure you align your CX strategy with your Corporate strategy. Alignment helps associates understand their role and how it all comes together.



<http://cxuniversity.com/mission.php>



<http://www.ccxp.org>

ART Trainer: Mohamed Latib, Ph.D, CEO, CX University

"The ART program provided us with a detailed rubric to identify appropriate reading material, case studies, primary research publications and other resources to develop a curriculum that could deliver the knowledge and skills in all the competency areas identified by CX PA. The process to match every single item in the rubric blueprint provided us with a challenge and a discipline for thoughtful planning and assessment. CXU is delighted that its curriculum was approved. We are very excited about the future and hope to be able to contribute to the larger community of customer experience professionals"



Marc Karschies, CCXP

Managing Partner, Karschies, Ceron & Alred Consultants

Twitter: [@KCA_Consultants](#)

LinkedIn: [in/marckarschies](#)

Blog: <http://www.KCA-Consultants.com>

What is the best CX advice you've been given? CX is not about always exceeding customer expectations, but rather doing so only when truly needed, relevant, appropriate, and appreciated.



Katie Kiernan, CCXP

Vice President, Consulting Services, Walker Information

LinkedIn: [in/katie-kiernan-b857026](#)

Blog: <http://blog.walkerinfo.com>

CXPA Member Profile: <http://bit.ly/1T1FtXT>

What is your best advice to drive CX success? Be deliberate and targeted with the types of insights you gather. General feedback can be helpful to guide direction, but specific insights will create action and results.



Lori Kirkland, CCXP

VP of Experience Transformation, Universal Mind

Twitter: [@LoriKirklandUM](#)

LinkedIn: [in/lori-kirkland-ccxp-960354](#)

CXPA Member Profile: <http://bit.ly/1T1Fuer>

What is your best advice to drive CX success? Bring humanness to the forefront of business. Be empathetic and to the people on each side of the transaction - both employee and customer.



Cynthia Lait, CCXP

Manager, Customer Experience Design, Safeco / Liberty Mutual

LinkedIn: [in/cynthialait](#)

CXPA Member Profile: <http://bit.ly/1T1Fxa2>

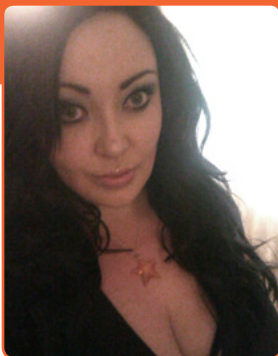
What is your best advice to drive CX success? Have a clearly defined problem to solve, then approach it with a McGyver-like mind.



Mohamed Latib, CCXP
CEO, CX University

LinkedIn: <https://www.linkedin.com/company/cx-university>
Blog: <http://www.cxuniversity.com/blogs&updates.php>

What is your best advice to drive CX success? Always maintain a systemic view of CX because everyone in the organization, from customer facing associates to the executive suite and the backrooms, have a role to deliver an exemplary experience. Also, keep in mind that the two critical assets for success are customers as well as associates. Just as companies want to drive CX, they should also focus on driving associate engagement- the two are intricately intertwined; one without the other is like trying to play great golf with one arm.



Alison Lawrie, CCXP
Head of Customer Experience, AkzoNobel

Twitter: [@AlliePatton07](https://twitter.com/AlliePatton07)

What is your best advice to drive CX success? It starts with board level engagement. Hold up the mirror to them, and let them feel what your customers feel. Its hard to argue with that.



Bradley D. Linville, CCXP
Vice President, Consulting Services, Walker Information

CXPA Member Profile: <http://bit.ly/1T1Fxqy>

What is your best advice to drive CX success? CX success is best achieved through a holistic approach that includes focus on an array of critical dimensions: relevance to strategy, communication, action, impact, customer intelligence, and resource investment.



Aimee Lucas, CCXP
CX Transformist & Vice President, Temkin Group

Twitter: [@Aimee_Lucas](https://twitter.com/Aimee_Lucas)
LinkedIn: [in/aimeelucas](https://www.linkedin.com/in/aimeelucas)
CXPA Member Profile: <http://bit.ly/1T1FxqK>

What is your best advice to drive CX success? Bring your persistence & curiosity! Persistence to drive CX change through its ups & downs. Curiosity to drive your learning & growth.



Jeffrey Luke, CCXP

Support Center Manager, EMC Corporation Hopkinton

CXPA Member Profile: <http://bit.ly/1T1FvPA>

What is your best advice to drive CX success? The journey and the small decision moments will produce the biggest changes. Get this right and the metrics will take care of themselves.



Brian S. Lunde, CCXP

Vice President, CMI

Twitter: [@InsightsBSL](https://twitter.com/InsightsBSL)

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

CXPA Member Profile: <http://bit.ly/1T1Fw64>

What is your best advice to drive CX success? Aspire to brand-reinforcing experiences, flawlessly delivered.



Deborah J. MacKay, CCXP

VP, Total Customer Experience Systems, Lexmark

CXPA Member Profile: <http://bit.ly/1T1Fw6b>

What is the best CX advice you've been given? The journey to improved Customer Experience is a marathon, not a sprint.



Jack Mackey, CCXP

Chief Evangelist and Vice President Sales, Service Management Group (SMG)

Twitter: [@Jmackey5000](https://twitter.com/Jmackey5000)

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

Blog: <http://www.jackmackey.us.com>

CXPA Member Profile: <http://bit.ly/1T1FxXL>

What do you find critical to your CX practice? A great CX professional is part scientist, part accountant, part diplomat.



Diane Magers, CCXP

Customer Experience Strategy and Culture Lead, AT&T

Twitter: [@DianeMagers](https://twitter.com/DianeMagers)

CXPA Member Profile: <http://bit.ly/1T1Fye7>

What do you find critical to your CX practice? Change management skills, influence and emotional intelligence.



Sean Mahoney, CCXP

Director, Customer Analytics Solutions Consulting, Verint Systems, Inc.

Twitter: [@seankmahoney](https://twitter.com/seankmahoney)

LinkedIn: [in/sean-mahoney-2820093](https://in.linkedin.com/in/sean-mahoney-2820093)

Blog: <http://www.surveyyoda.com>

CXPA Member Profile: <http://bit.ly/1T1Fyef>

What is the best CX advice you've been given? Begin at the beginning: the customer's journey.



Karen E. Mangia, CCXP

Senior Director, Cisco

Twitter: [@karenmangia](https://twitter.com/karenmangia)

Blog: <https://www.linkedin.com/pulse/do-scores-make-me-look-fat-karen-mangia?trk=prof-post>

CXPA Member Profile: <http://bit.ly/1T1FyuP>

What is the best CX advice you've been given? Simplify, simplify, simplify! And, be able to answer these questions - What does this mean? What do you want me to do with this information?



Luis Martinez, CCXP

Customer Experience Practice advisor, Cisco

Twitter: [@luisamartinezjr](https://twitter.com/luisamartinezjr)

LinkedIn: [in/luis-a-martinez-jr-ccxp-9980572](https://in.linkedin.com/in/luis-a-martinez-jr-ccxp-9980572)

CXPA Member Profile: <http://bit.ly/1T1FwTI>

What is the best CX advice you've been given? My customer's experience is multi-dimensional, complex and contextually driven. Learning must be recurrent, reciprocal and recursive for true understanding.



Sonya McAllister, CCXP

Senior Vice President/Principal, Walker Information

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

CXPA Member Profile: <http://bit.ly/1T1FyLi>

What is your best advice to drive CX success? Plan for action from the beginning. Everything else will then fall in place.



Christine McCormack, CCXP

Director II, NGCC Branch Migration, Fidelity Investments

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

CXPA Member Profile: <http://bit.ly/1T1Fz1I>

What is your best advice to drive CX success? Everything starts with the customer. Always put the Customer first. Customers will always remember how you made them feel. Customers are buying the experience, and the experience is being delivered by the employees.



Melissa Meier, CCXP

Vice-President, Strategic Accounts, Walker

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

CXPA Member Profile: <http://bit.ly/1T1Fzib>

What is your best advice to drive CX success? The most successful CX programs have elements of both tangible ROI and empathy for customer and partner experiences.



Andrew Million, CCXP

Sr. Manager, Customer Experience and Administrations, Monitronics International

LinkedIn: [in/andrew-million-69ab2817](https://www.linkedin.com/in/andrew-million-69ab2817)

CXPA Member Profile: <http://bit.ly/1T1Fzip>

What do you find critical to your CX practice? Ensuring accurate customer data analysis and sharp business process skills.



Heather Mitchell, CCXP

Principal Project Manager, Conformat. Inc.

LinkedIn: [in/heather-mitchell-1774898](https://www.linkedin.com/in/heather-mitchell-1774898)

CXPA Member Profile: <http://bit.ly/1T1FATp>

What is your best advice to drive CX success? Customer Experience embodies the whole picture from your employee's experience all the way to your customer/clients experience, in order to ensure success in a customer experience program all parts should be included. Never put all your focus on only one area of your organization.



Rob Moore, CCXP

Innovation Manager, Safeco Insurance

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

CXPA Member Profile: <http://bit.ly/1T1FCuu>

What do you find critical to your CX practice? Being able to tell compelling stories with data. Making the numbers human is critical.



Karine Del Moro, CCXP

Vice President, Marketing, Conformat

Twitter: [@Karine_DM](https://twitter.com/Karine_DM)

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

Blog: https://www.conformat.com/Resources/#voice_of_the_customer-thought_leadership

CXPA Member Profile: <http://bit.ly/1T1FCuD>

What is your best advice to drive CX success? Close the loop! By taking action with your customers, but also by informing your organization about customer-centric improvements.



Michelle Morris, CCXP

Associate Director of Client Experience, Crowe Horwath

Twitter: [@morrismichellek](https://twitter.com/morrismichellek)

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

CXPA Member Profile: <http://bit.ly/1T1FCKY>

What is the best CX advice you've been given? Bad data is worse than no data. Be sure that the data you use that will influence the companies strategy is accurate!



Lee Mostari, CCXP

Director of Customer Success Consulting, NICE Systems

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

CXPA Member Profile: <http://bit.ly/1T1FCL8>

What is your best advice to drive CX success? The end customer needs to be at the heart of every business decision.



Linette Myland, CCXP

Manager, Voice of the Customer, Siemens Building Technologies

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

CXPA Member Profile: <http://bit.ly/1T1FD1v>

What do you find critical to your CX practice? Closing the loop with customers.



Adrienne Neaderhiser, CCXP

Member Insight Analyst, Presbyterian Healthcare Services

CXPA Member Profile: <http://bit.ly/1T1FDhV>

What is the best CX advice you've been given? CX is a large organizational transition. It's easy to be passionate about but don't underestimate a healthy dose of patience.



Tammy R. Nelson, CCXP

Chief Marketing Officer, American Modern

Twitter: [@MarketingSpark](https://twitter.com/MarketingSpark)

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

Blog: <https://www.linkedin.com/today/author/22413750>

CXPA Member Profile: <http://bit.ly/1T1FCdP>

What is your best advice to drive CX success? Have a clear brand strategy, differentiated customer benefits and an inspiring company purpose so everyone knows what CX to deliver.



Stacey Nevel, CCXP

Director, VoC Consulting, Americas, Confrimit

Twitter: [@sbnevel](#)

LinkedIn: [in/stacey-brown-nevel-5a07281](#)

CXPA Member Profile: <http://bit.ly/1T1FCe4>

What is the best CX advice you've been given? Review...progress, Recognize...good effort, and Reward...success.



Nicole Newton, CCXP

Customer Experience & Insights, --

LinkedIn: [in/nicolegnewton](#)

CXPA Member Profile: <http://bit.ly/1T1FF9H>

What is the best CX advice you've been given? Don't try to do everything at once – work your CX plan.



Jessica Noble, CCXP

Customer Experience Business Consulting Practice Leader, Tribridge

Twitter: [@JessicaJNoble](#)

CXPA Member Profile: <http://bit.ly/1T1FFq3>

What is your best advice to drive CX success? Measure the value (business impact) of the CX improvements made.



<http://empathyce.com/>



<http://www.ccxp.org>

ART Trainer: Jerry Angrave, CCXP, Consultant, Empathyce Customer Experience

"Business leaders are continually raising expectations about the value from Customer Experience; the opportunity and need for CX professionals to deliver now are both huge."



Jean Ochse, CCXP

Head, Customer1st & CX, Standard Bank

Twitter: [@OchseJean](https://twitter.com/OchseJean)

CXPA Member Profile: <http://bit.ly/1T1FDPc>

What do you find critical to your CX practice? Engaging with like-minded people and keeping myself up to date with what is happening in other countries, industries and companies.



Leslie Pagel, CCXP

VP, Customer Experience, Walker

Twitter: [@lesliepagel](https://twitter.com/lesliepagel)

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

Blog: <http://blog.walkerinfo.com/blog/customer-focused-innovation>

CXPA Member Profile: <http://bit.ly/1T1FE5z>

What is your best advice to drive CX success? "Advantages will come to those who simplify for others." - Dan Sullivan



Joan G. Pepper, CCXP

Customer Experience Executive, Consultant

Twitter: [@joanpepper](https://twitter.com/joanpepper)

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

CXPA Member Profile: <http://bit.ly/1T1FFqg>

What is your best advice to drive CX success? Everybody needs to know what they are doing matters.



Sirte Pihlaja, CCXP

CEO, Customer Experience Optimiser, CCXP, Shirute

Twitter: [@sirteace](https://twitter.com/sirteace)

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

Blog: <http://www.shirute.fi/en>

CXPA Member Profile: <http://bit.ly/1T1FEIz>

What is the best CX advice you've been given? CX is a process in need of continuous refinement: CX strategy drives the change, CX measuring ensures alignment and profitable operations.

**Brandon Pintar, CCXP**

Customer Experience Leader, Bosch Automotive Aftermarket

Twitter: [@brandon_pintar](https://twitter.com/brandon_pintar)

CXPA Member Profile: <http://bit.ly/1T1FFX8>

What is your best advice to drive CX success? Be prepared. Get educated in CX principles as much as possible, and connect yourselves with other CX professionals.

**Nancy Porte, CCXP**

VP, Global Customer Experience, Verint

Twitter: [@nporte](https://twitter.com/nporte)

LinkedIn: [in/nancy-porte-873a26](https://www.linkedin.com/in/nancy-porte-873a26)

CXPA Member Profile: <http://bit.ly/1T1FECE>

What is your best advice to drive CX success? Perfect a recipe of persistence, resourcefulness, collaboration and influence!

**Jamieson Prala, CCXP**

Senior Analyst, Walker

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

CXPA Member Profile: <http://bit.ly/1T1FET9>

What is your best advice to drive CX success? It all starts with a clearly articulated and supported mission statement where the customer is a central tenet.

**Duc Quan, CCXP**

Sr. Manager, Product Experience Marketing, T-Mobile

What is your best advice to drive CX success? Always ask yourself what you'd expect of the product experience as a customer.

**Kitty Radcliff, CCXP**

Vice President, Walker

Twitter: [@kittyradcliff](https://twitter.com/kittyradcliff)CXPA Member Profile: <http://bit.ly/1T1FGdR>

What do you find critical to your CX practice? Having the right culture is key. The company has to truly believe that customer initiatives are a priority, leadership must provide resources and support, and focus on customers must be visible throughout the organization.

**Mark Relich, CCXP**

Global Customer Experience Management, Lexmark International, Inc.

LinkedIn: [in/mark-relich-aab16a21](https://www.linkedin.com/in/mark-relich-aab16a21)CXPA Member Profile: <http://bit.ly/1T1FGuh>

What is your best advice to drive CX success? Strengthen EMPLOYEE relationships at all levels. Understand their world first, then together drive changes customers value most.

**Jane Riad, CCXP**

Customer Experience Innovation Architect, Cisco Systems

Twitter: [@janeriad](https://twitter.com/janeriad)LinkedIn: [in/janeriad](https://www.linkedin.com/in/janeriad)CXPA Member Profile: <http://bit.ly/1T1FGKI>**Matt Robbins, CCXP**

Customer Experience Coordinator, GuideStone Financial Resources

LinkedIn: [in/mbrobbins](https://www.linkedin.com/in/mbrobbins)CXPA Member Profile: <http://bit.ly/1T1FI5n>

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

CX Transformist, Temkin Group

Twitter: [@jen_rodstrom](https://twitter.com/jen_rodstrom)

LinkedIn: [in/jennifer-rodstrom-3472326](https://www.linkedin.com/in/jennifer-rodstrom-3472326)

CXPA Member Profile: <http://bit.ly/1T1FH1b>

What is the best CX advice you've been given? Have an empathetic view, not just a quantitative one.



Krista Roseberry, CCXP

VP, Consulting Services, Walker

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

CXPA Member Profile: <http://bit.ly/1T1FH1m>

What is your best advice to drive CX success? Plan ahead to put 2x as much time into communication plans and driving action as measuring scores.



Maureen Russolo, CCXP

Vice President, Customer Experience Consulting, E Source

LinkedIn: [in/maureen-russolo-40297712](https://www.linkedin.com/in/maureen-russolo-40297712)

CXPA Member Profile: <http://bit.ly/1T1FHhI>

What is the best CX advice you've been given? The best advice I have received related to CX is 'you never truly understand your real brand until you walk in your customer's shoes' therefore Journey-mapping is a business imperative for all businesses regardless of size, location or industry.



Keenan Samuelson, CCXP

Analyst, Customer Experience and Marketing, E Source

Twitter: [@esourcekeenan](https://twitter.com/esourcekeenan)

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

CXPA Member Profile: <http://bit.ly/1T1FHhM>

What is your best advice to drive CX success? Your revenue lives in customers' wallets. If you solve their problems, money will come. That's a sign you're doing the right thing.



Jan Schlossberg, CCXP

Manager, Operations, Cisco Systems

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

CXPA Member Profile: <http://bit.ly/1T1FHy8>

What do you find critical to your CX practice? A closed-loop practice of goal-setting, goal-measurement, executing improvements, and communicating actions and results to customers.



Lorraine Schumacher, CCXP

CEM/CX Evangelist, Clarabridge

LinkedIn: [in/lorraine-schumacher-145b6150](https://www.linkedin.com/in/lorraine-schumacher-145b6150)

CXPA Member Profile: <http://bit.ly/1T1FJpK>

What is your best advice to drive CX success? 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.



Chris Sego, CCXP

Vice President, Consulting Services, Walker

CXPA Member Profile: <http://bit.ly/1T1FJpQ>

What is your best advice to drive CX success? Don't stop at the planning stage. See projects through to completion.



Keren Shaked, CCXP

CEO, Partner, B-Pro

Twitter: [@ShakedKeren](https://twitter.com/ShakedKeren)

LinkedIn: [in/keren-shaked-43a0352](https://www.linkedin.com/in/keren-shaked-43a0352)

CXPA Member Profile: <http://bit.ly/1T1FKKp>

What is your best advice to drive CX success? Recognize it's a long journey and don't give up.



Karl Sharicz, CCXP

Founder & Principal, CX Partners, LLC

Twitter: [@ksharicz](https://twitter.com/ksharicz)

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

Blog: <http://kesghr.blogspot.com>

CXPA Member Profile: <http://bit.ly/1T1FJq2>

What is the best CX advice you've been given? CX takes time. Accept that. Don't expect changes overnight. Align yourself with CX champions and leverage their positive influence.



Cynthia Shaw, CCXP

Director of The Haverford Fund, The Haverford School

Twitter: [@cynthiashaw](https://twitter.com/cynthiashaw)

LinkedIn: [in/cindyshaw2](https://www.linkedin.com/in/cindyshaw2)

What is the best CX advice you've been given? Make it easy for customers to do business with you, make the experience enjoyable, and meet your customers' needs.



Amy Shioji, CCXP

Director, Member Experience, Gannett

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

What is your best advice to drive CX success? Involve all facets of the organization in the CX framework—your CX program should be inclusive, iterative, visible, and aligned with key business drivers.



Sara Sigmon, CCXP

Customer Experience Advocate, SAS

Twitter: [@SaraDSigmon](https://twitter.com/SaraDSigmon)

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

CXPA Member Profile: <http://bit.ly/1T1FJGs>

What do you find critical to your CX practice? Finding creative and innovative ways to put the customer first. Keeping the customer top of mind throughout the organization helps create visibility of CX challenges and drive for empathy and resolution.



Diane Simmons, CCXP

Vice President, Customer Experience, Fidelity Investments

LinkedIn: [in/diane-simmons-ccxp-06149a5](https://www.linkedin.com/in/diane-simmons-ccxp-06149a5)

CXPA Member Profile: <http://bit.ly/1T1FL19>

What is the best CX advice you've been given? A great employee experience is a pre-requisite to a great customer experience. Make sure employees have what they need to serve customers well.



Sarah Simon, CCXP

VoC Consulting Director, Confirmit

Twitter: [@VoCMountaineer](https://twitter.com/VoCMountaineer)

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

CXPA Member Profile: <http://bit.ly/1T1FLhE>

What is your best advice to drive CX success? Be a communicator, change agent, educator, story teller, customer advocate, relationship builder, strategist and persuader.



Manoj Sinha, CCXP

Manager, Business Process Design, Cisco

CXPA Member Profile: <http://bit.ly/1T1FLy0>

What is your best advice to drive CX success? Everyone in your org needs to understand the gaps in your brand's experience. Map the customer journey to understand & fix gaps, improve CX.



Diane Skirvin, CCXP

Vice President, Walker Information

Twitter: [@DianeSkirvin](https://twitter.com/DianeSkirvin)

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

CXPA Member Profile: <http://bit.ly/1T1FN98>

What is your best advice to drive CX success? It's much easier to drive CX throughout your organization if you have highly engaged executive sponsors.



Mark Slatin, CCXP

Senior Vice President, Dir. of Client Exp., Sandy Spring Bank

CXPA Member Profile: <http://bit.ly/1T1FLOx>

What is your best advice to drive CX success? Leadership Commitment, Momentum, Communication around Strategy.



Stephen Sorenson, CCXP

Senior Director, Consumer Experience and Offerings

Twitter: [@stephensoren](https://twitter.com/stephensoren)

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

What do you find critical to your CX practice? Operate with an entrepreneurial spirit, hire great team members and gain full support executive leadership team.



Vidhya Sriram, CCXP

Sr. Manager Research & Experience Strategy, 3PillarGlobal

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

CXPA Member Profile: <http://bit.ly/1T1FLOF>

What do you find critical to your CX practice? Co-create and visualize the holistic experience with a balance of qual and quan data points to drive a shared understanding of customer's reality in stakeholders.



<http://www.ijgolding.com/>



<http://www.ccxp.org>

ART Trainer: Ian Golding, CCXP, Managing Consultant, Customer Experience Consultancy Ltd

"In 2015, I worked with many practitioners aspiring to become a CCXP – they are all finding it challenging – some more than others. There is a growing realisation to some of the practitioners that they have GAPS in their knowledge – and competencies that require development. This only further highlights the need for something like CCXP – an international qualification based on internationally recognised competencies."


Christian Stefan Staroste, CCXP

Customer Experience Coordinator, Brasilprev Seguros e Previdência S/A

LinkedIn: [in/christian-staroste-57697014](https://www.linkedin.com/in/christian-staroste-57697014)

CXPA Member Profile: <http://bit.ly/1T1FM52>

What is the best CX advice you've been given? We should develop solutions from the customer's perspective. A great tip is to put on the customer's shoes and design the processes from outside to inside.


Leigh Stokes, CCXP

Chief Strategist, Design Science, Inc.

Twitter: [@cleighstokes](https://twitter.com/cleighstokes)

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

CXPA Member Profile: <http://bit.ly/1T1FM57>

What is the best CX advice you've 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.


Michael Tamayo, CCXP

Client Experience Lead, MD Financial Management

Twitter: [@mike_tamayo](https://twitter.com/mike_tamayo)

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

Blog: <http://thinkcustomers.blogspot.ca>

What do you find critical to your CX practice? Consistently following a Plan-Do-Check-Action approach = reliability.


Robert Tangeman, CCXP

Manager, Listening Center of Excellence, Intel Corporation

Twitter: [@RobertTangeman](https://twitter.com/RobertTangeman)

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

CXPA Member Profile: <http://bit.ly/1T1FNGi>

What is the best CX advice you've been given? Be humble.



Elizabeth M. Tanner, CCXP

Senior Director, Customer Experience, UMUC

Twitter: [@BT_musings](https://twitter.com/BT_musings)

LinkedIn: [in/beth-tanner-0805174](https://www.linkedin.com/in/beth-tanner-0805174)

CXPA Member Profile: <http://bit.ly/1T1FMBY>

What do you find critical to your CX practice? Maintaining internal communications between departments.



Ron Taylor, CCXP

Vice President - Customer Support and Service, Sage

Twitter: [@rontay6278](https://twitter.com/rontay6278)

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

CXPA Member Profile: <http://bit.ly/1T1FMCd>

What do you find critical to your CX practice? Having access to multiple data points; customer journey map outputs, transactional surveys, quarterly loyalty surveys, knowledgebase and social community activity, is critical to developing an accurate understanding of what customers value, and what they don't.



Zack Taylor, CCXP

Director, Global Sales

Twitter: [@JohnnyZT](https://twitter.com/JohnnyZT)

LinkedIn: [in/zack-taylor-956265](https://www.linkedin.com/in/zack-taylor-956265)

Blog: <http://blogs.cisco.com/author/zacktaylor>

CXPA Member Profile: <http://bit.ly/1T1FMSH>

What is your best advice to drive CX success? Start with the Customer and Work Backwards to the Technology.



Bruce Temkin, CCXP

Customer Experience Transformist, Temkin Group

Twitter: [@btemkin](https://twitter.com/btemkin)

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

Blog: <https://experiencematters.wordpress.com/>

CXPA Member Profile: <http://bit.ly/1T1FPOd>

What do you find critical to your CX practice? Being practical. There are always constraints on budget, personnel, pace of change, & customer mindshare. Be purposeful in making tradeoffs.



Sandra Thompson, CCXP

Founding Director, Exceed all Expectations

Twitter: [@sandra_eae](https://twitter.com/sandra_eae)

CXPA Member Profile: <http://bit.ly/1T1FOK9>

What do you find critical to your CX practice? Helping clients work out answers for themselves.



Jim Tincher, CCXP

Mapper-In-Chief, Heart of the Customer

Twitter: [@jimtincher](https://twitter.com/jimtincher)

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

Blog: <http://www.HeartoftheCustomer.com/cx-blog>

CXPA Member Profile: <http://bit.ly/1T1FOKm>

What do you find critical to your CX practice? Get out of your office. Be among your customers - you can't help but learn something new!



Wojciech Trzebinski, CCXP

CX Consultant, Warsaw CX Consulting

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

CXPA Member Profile: <http://bit.ly/1T1FP0I>

What is your best advice to drive CX success? Activities should be built around the culture: no sophisticated insight will work if employees are not focused on customer perspective.



Greg Tucker, CCXP

CEO, Tucker & Company

CXPA Member Profile: <http://bit.ly/1T1FP0L>

What is your best advice to drive CX success? Engage leaders committed to customer success - and drive the change briskly to minimize inertia and resistance.



Cláudia Vale, CCXP

Customer Experience Manager - Latin America, John Deere

Twitter: [@claudiasvale](https://twitter.com/claudiasvale)

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

CXPA Member Profile: <http://bit.ly/1T1FP0T>

What do you find critical to your CX practice? Always bring a question to every discussion: "How it will work from the customer perspective?"



Erin D. Wallace, CCXP

Division Customer Support Manager, John Deere

Twitter: [@redejong](https://twitter.com/redejong)

LinkedIn: [in/ErinWallace77](https://in.linkedin.com/in/ErinWallace77)

CXPA Member Profile: <http://bit.ly/1T1FPhc>

What is the best CX advice you've been given? When in conflict, always bring it back to the impact on the customer.



Jeannie Walters, CCXP

CEO, 360Connex

Twitter: [@jeanniecw](https://twitter.com/jeanniecw)

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

Blog: <http://www.360Connex.com/blog>

CXPA Member Profile: <http://bit.ly/1T1FQln>

What do you find critical to your CX practice? Looking at every touchpoint through the eyes of the customer.



Judith Weader, CCXP

Customer Experience Consultant, Blue Cross Blue Shield of Rhode Island

Twitter: [@judyweader](https://twitter.com/judyweader)

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

CXPA Member Profile: <http://bit.ly/1T1FQlp>

What do you find critical to your CX practice? Making numbers mean something is vital. Translating data into stories or themes gives the "So what?" that spurs action and fuels momentum.



Vanessa Weathers, CCXP

Consumer Experience Consultant, United Healthcare

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

CXPA Member Profile: <http://bit.ly/1T1FQBG>

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, Customer Feedback & Response Programs, Oracle

Twitter: [@jeremymwhyte](https://twitter.com/jeremymwhyte)

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

CXPA Member Profile: <http://bit.ly/1T1FQBP>



Lara Wise, CCXP

Managing Partner, CX Consulting

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

CXPA Member Profile: <http://bit.ly/1T1FStq>

What do you find critical to your CX practice? Other CX Professionals. I have learned so much from the intelligent, generous CX Professional Community. It is invaluable.



Anne Witherspoon, CCXP

Senior Vice President, Texas Capital Bank

LinkedIn: [in/anne-witherspoon-7241442b](https://www.linkedin.com/in/anne-witherspoon-7241442b)

CXPA Member Profile: <http://bit.ly/1T1FSty>

What is your best advice to drive CX success? Realize that it is a long term effort and success will not happen overnight. Build the foundation, plant the seeds and continue to share the CX message.



Mike Wittenstein, CCXP
 Founder/Partner, Storyminers

Twitter: [@mikewittenstein](https://twitter.com/mikewittenstein)
LinkedIn: [in/mikewittenstein](https://www.linkedin.com/in/mikewittenstein)
Blog: <http://www.mikewittenstein.com/blog>
CXPA Member Profile: <http://bit.ly/1T1FQSt>

What is your best advice to drive CX success? Design your experience twice. For the customer who will enjoy it and for the employees who will deliver it.



Susan Wolfgang, CCXP
 Customer Relationship Executive, Lexmark International, Enterprise Software

LinkedIn: [in/susanwolfgang](https://www.linkedin.com/in/susanwolfgang)
CXPA Member Profile: <http://bit.ly/1T1FSJU>

What is the best CX advice you've been given? Don't think so hard about the metrics - they are the business metrics of the touchpoint. Now comes the hard part - measure, change, measure.



Linda Worrell, CCXP
 Director Customer Experience, Sparks Grove, a North Highland Company

Twitter: [@WorrellLinda](https://twitter.com/WorrellLinda)
LinkedIn: [in/linda-worrell-ccxp-b291b81](https://www.linkedin.com/in/linda-worrell-ccxp-b291b81)
CXPA Member Profile: <http://bit.ly/1T1FR8Y>

What do you find critical to your CX practice? Attracting and inspiring top talent, meaning those who have the art AND science skills needed to do CX well.



Michelle Yakovac, CCXP
 President, CX Insight Partners, LLC

LinkedIn: [in/michellyakovac](https://www.linkedin.com/in/michellyakovac)
CXPA Member Profile: <http://bit.ly/1T1FRFN>

What is the best CX advice you've been given? To remember that CX is not a project or program, it's a way of doing business.



Heather Younger, CCXP

Chief Customer Fanatic & Founder, Customer Fanatix

Twitter: [@Customerfanatix](https://twitter.com/Customervfanatix)

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

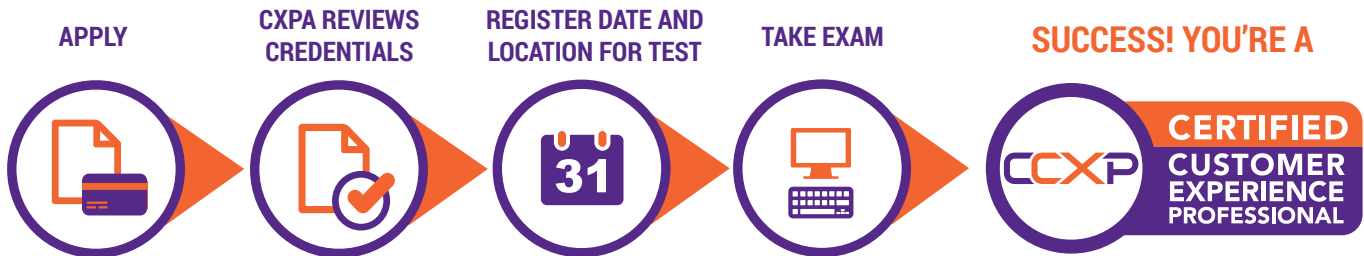
Blog: <http://blog.customerfanatix.com>

CXPA Member Profile: <http://bit.ly/1T1FRG3>

What is the best CX advice you've 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.

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

STEPS TO CERTIFICATION



There are three phases to CCXP certification:

1. Application and acceptance
2. Exam registration and successful completion
3. CCXP credential use and maintenance

ELIGIBILITY



Candidates should have a bachelor's degree plus three years of direct, full-time CX experience, or five years of direct, full-time CX experience if you do not have a bachelor's degree. Both members and non-members are eligible.

EXAM FEES



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

PREPARING FOR THE EXAM



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.

APPLY FOR ACCREDITATION



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

LEARN MORE AT [CCXP.ORG](http://www.ccxp.org)

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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/>



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