



Jeanne Bliss helps companies and people become the best version of themselves. She guides them to define, build and live the behaviors and actions that will fuse customers to them, and ultimately create deep and memorable relationships. Creating these deeper relationships has been Jeanne's singular mission for over 35 years.

Often referred to as the "Godmother of Customer Experience," she is one of the foremost experts on customer-centric leadership. She pioneered the role of the Chief Customer Officer, holding the first ever CCO role at Lands' End, Microsoft, Coldwell Banker and Allstate Corporations. Reporting to each company's CEO, she moved the customer to the strategic agenda, redirecting priorities to create transformational changes to each brands' customer experience. She has driven achievement of 95 percent loyalty rates, improving customer experiences across 50,000-person organizations.

Her ability to effectively guide leaders and companies to earn customer-driven growth is based on these experiences as a practitioner for over 35 years working across organizations to unite the C-Suite and organizational silos; as well as guiding over 20,000 leaders around the world to understand that improving lives should be their most important strategic vision.

Jeanne is the Founder and President of CustomerBliss, and the Co-Founder of The Customer Experience Professionals Association, and she has delivered over 2,000 speeches and workshops for nearly every business vertical in B2B and C2B companies on how to build the roadmap toward these deep and genuine customer experiences that earn passionate advocates both inside and outside of your business.

## Testimonials

“Jeanne Bliss’ five competencies aligned our leadership team and gave us a roadmap for improving our customer experiences.”

- President & CEO, Pella Windows Corporation, Pella Iowa.

“Jeanne Bliss is a gift to Chief Customer Officers. She brings a practical understanding to the aspiration of leading an organization toward customer-centricity.”

- Chief Customer Officer, Vice President Global Market Research Eli Lilly and Company, Indianapolis, Indiana .

### Jeanne Bliss

#### Speech Topics

- Motivation
- Innovation
- Customer Service
- Customer Experience
- Cancer

