



Lior Arussy spent the first part of his career in various executive positions at world-leading firms, such as Hewlett-Packard. It was at this stage that he recognized that the old, traditional methods of change management were flawed, and simple didn't work for most companies. Lior took it upon himself to create a different methodology - one which recognizes that the key to truly driving a company's change for success, is in putting its most important resource at the center of its transformational efforts: its employees. The idea being that, in order for customers to choose your product and get the most out of it, you not only have to have an exceptional product, but a great, dedicated, happy team that stands behind that product's success.

Today, Arussy is one of the leading global authorities in the fields of Customer Experience, Employee Engagement, and Strategy Execution. He is a Corporate Culture expert, a 'success accelerator', and a proven, passionate change agent. Called "a triple threat of transformation" by William Taylor, co-founder of Fast Company magazine, Arussy has helped many of the world's top brands achieve unprecedented goals in customer satisfaction, growth, and profitability. Among these are Mercedes-Benz, Johnson & Johnson, Royal Caribbean Cruises, Thomson Reuters, HSBC, E.ON, FedEx, SAP, and the University of Pennsylvania, to name a few.

Lior's methodology enabled Mercedes-Benz to reach the much-coveted #1 position in customer satisfaction. Another client, a European logistics corporation, leaped from 3% annual organic growth to 44% annual organic growth in just two years!

In 2003, Arussy founded the Strativity Group, a strategy firm specializing in customer experience consulting, employee engage...

## Testimonials

"Lior was a superstar! His message really resonated with our audience and his key points tied in beautifully with our conference themes. Despite being exposed to a lot of other content, people were still referencing Lior's remarks several days later..... Lior's high energy and relevant, relatable examples made him a terrific choice. Please pass on our thanks and appreciation to him."

- Terex.

"Exceptionalize It" is a call to action and reaffirmation for anyone interested in growing revenues, profits, loyalty and advocacy...through an engaged team and organization that is focused on consistently delivering a best-in-class customer experience.

- General Manager Customer Experience, Mercedes Benz USA.

### Lior Arussy

#### Speech Topics

- Virtual Keynotes
- Sales
- Innovation
- Employee Engagement
- Customer Service
- Customer Experience

