



Based in NYC and Sydney, Dr. Catriona Wallace is one of the world's most cited experts on the Future of Customer Experience and Artificial Intelligence and Bot Strategy. Catriona's keynotes feature macro trends related to technology, customer experience, Artificial Intelligence and the rise of Individualization. Catriona is the Founder of high-profile award-winning Virtual Assistant (AI) software company, Flamingo, based in NYC. Catriona previously co-founded a customer experience design firm, Fifth Quadrant and a market research firm, ACA Research. Catriona has a PhD in Organizational Behavior in Human Technology Interaction, is a well published author and Analyst and as such brings a strong evidence based approach to her speaking engagements. Catriona's links with business schools and businesses around the world allow her to share international practice and case studies.

Catriona is a highly awarded business person having been inducted into the Australian Business Woman's Hall of Fame, winning Telstra Business Awards, being one of Advance Australia's top 3 innovators, is Alumni of the prestigious Springboard Enterprises Women Entrepreneur's and EY Entrepreneur of the Year programs. Recently Catriona was awarded a Pearcey Foundation award for leading technology entrepreneurs and is recognized as one of the Top 4 Most Respected People globally in the Customer Experience sector.

Catriona also conducts many speaking events focused on entrepreneurialism and women in leadership. Catriona is also a high profile philanthropist and human rights activist and mother of 5.

## Catriona Wallace

### Speech Topics

- Women in Business
- Technology
- Female Motivational
- Entrepreneur
- Customer Service
- Customer Experience

