



As co-author of *The Experience Economy: Updated Edition* (Harvard Business Review Press, 2011), Jim Gilmore literally wrote the book that spawned worldwide interest in experience design, customer experience management, and experiential marketing. Tom Peters has called *The Experience Economy* “a brilliant, absolutely original book.” Now published in sixteen languages, the seminal volume continues to find new readers across myriad industries as companies find their goods and services commoditized and customers increasingly spending their time and money on experiences—memorable events that engage them in an inherently personal way.

Gilmore’s other book, *Authenticity: What Consumers Really Want* (Harvard Business School Press, 2007), contends that businesses must learn to manage authenticity as a distinct business discipline. As people encounter intentionally staged experiences in both their physical and digital lives, they want the real from the genuine, not the fake from some phony. Gilmore and his co-author Joe Pine, offer unparalleled insights concerning this new consumer sensibility. In 2008, Time magazine dubbed the core of Pine & Gilmore’s thinking “synthetic authenticity” in its cover story of “10 Ideas That Are Changing the World.”

Gilmore is the co-founder of Aurora, Ohio-based Strategic Horizons LLP. He has been described as “professional observer,” sought by enterprises around the globe for his expertise in conceiving and designing new ways of adding value to their economic offerings. He is a frequent keynote speaker, as well as a workshop facilitator and executive coach.

Gilmore’s ideas have been featured in numerous articles on business strategy and innovation for such publications as the *Harvard Business ...*

James Gilmore

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