



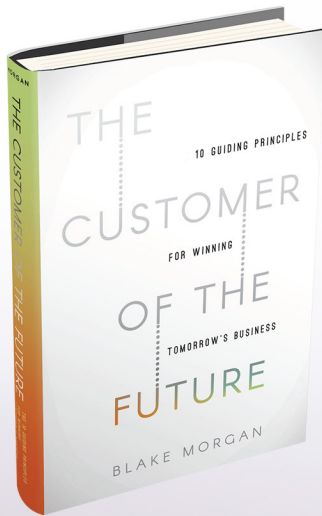
BLAKEMORGAN



# Blake Morgan

Customer Experience Futurist  
Keynote Speaker  
Author

## SNIPPET BIO:



Blake Morgan is a leader in customer experience. She is a keynote speaker and customer experience futurist and author of two books on customer experience. Her second book is called "The Customer Of The Future: 10 Guiding Principles For Winning Tomorrow's Business" (HarperCollins). Her first book was "More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences." She has worked with Accor Hotels, Accenture, Adobe, Comcast, Parker Hannifin, Ericsson, Verizon, Omron, Genentech and more. Blake is a guest lecturer at Columbia University as well as adjunct faculty at the Rutgers executive education MBA program. Blake contributes to Forbes, the Harvard Business Review and Hemispheres Magazine. She is the host of The Modern Customer Podcast and a weekly customer experience video series on YouTube. She lives in the Bay Area with her husband, daughter and their two dogs.

Learn more about Blake at  
[www.blakemichellemorgan.com](http://www.blakemichellemorgan.com).

## CLIENTS

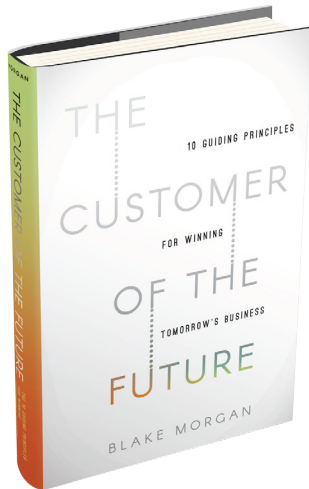
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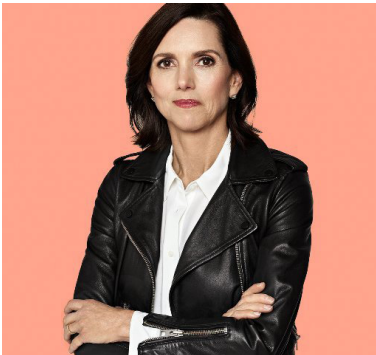
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# Praise for The Customer Of The Future



*"We have to get used to change in our businesses to prepare for the customer of the future. Blake's ten principles outlined in her new book will set you up in this new era of constant change."*

Beth Comstock  
Author of *Imagine It Forward* and former Vice Chair, GE



*"The Customer of the Future is an insightful and practical guide to future-proofing your business through relentless focus on customer experience."*

Moira Forbes  
Executive Vice President, Forbes Media



*"A game changing book that will galvanize your drive towards amazing customer experiences – with full commitment and intention. The Customer Of The Future is a must-read!"*

Alan Trefler  
Founder and CEO, Pegasystems





*"There is no substitute to exceeding customer's expectations and in the future they will insist on experiences that make their lives significantly easier and better. This is your guide to get there!"*

Cristiano Amon  
President, Qualcomm



*"Some ideas catch on while others are forgotten overnight. Increasingly it is customer experience that can make your business contagious. Read Blake's book!"*

Jonah Berger  
Wharton Professor, Author of NYTimes bestseller Contagious



*"We are facing a generation that is seeking experiences where before they bought commodities. Blake's ten principles outlined in her new book will set you up in this new era of constant change."*

Patrick Goddard  
President, Virgin Trains



*"Few people can talk about the customer of the future with genuine insight and expertise – and Blake Morgan is on that short list. Executives and thought leaders should pay careful attention to her ideas and suggestions – I know I will!"*

Peter Fader  
Frances and Pei-Yuan Chia Professor of Marketing The Wharton School of the University of Pennsylvania



*"Customer Experience is the only way to win in business today. If you want to win, read this book!"*

Erik Anderson  
Singularity University Executive Chairman, Founder and CEO  
WestRiver Group, Topgolf Entertainment Group Executive Chairman



*"Being attached to our old ideas of customer strategy won't cut it today. This book is a blueprint for any business that wants to serve the future customers."*

Doug Merritt  
President and CEO, Splunk Inc.

Blake can moderate your next panel.

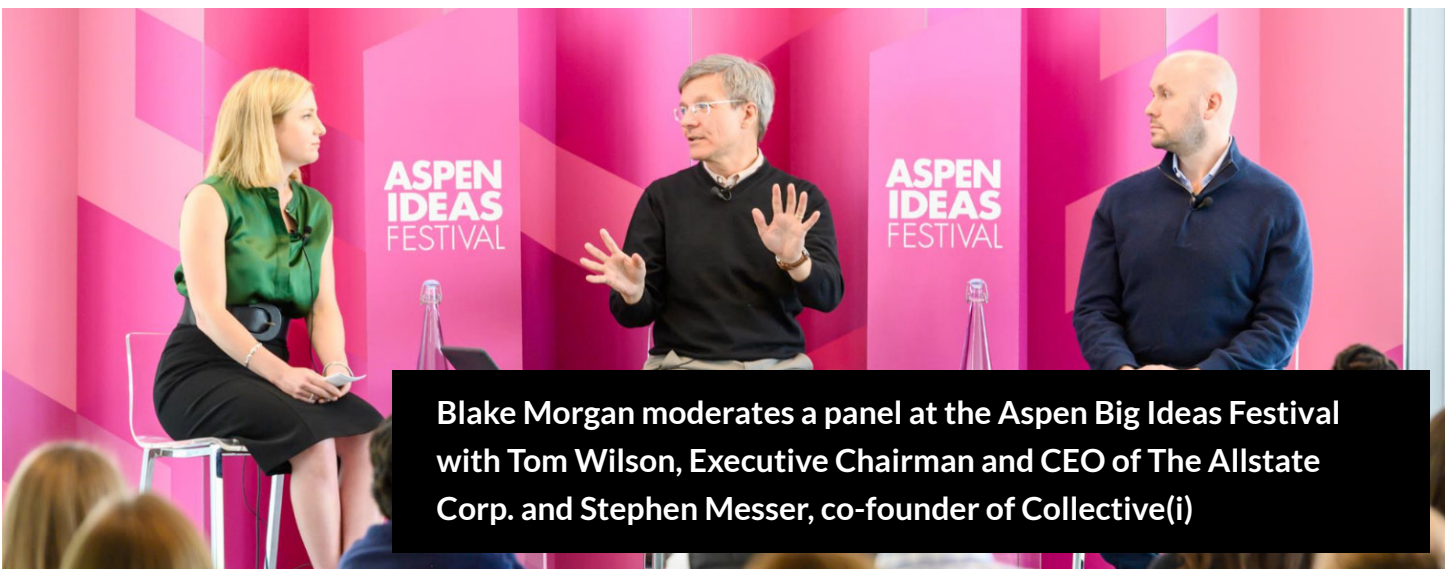


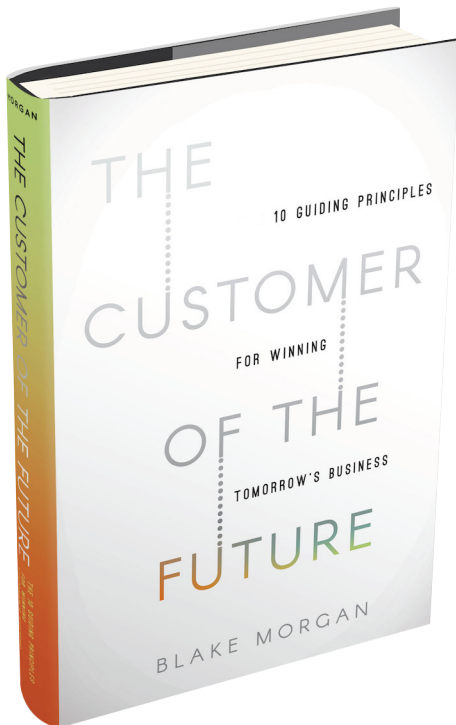
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# Hire Blake To Keynote Your Next Event

## Keynote Session Topics:

### Topic 1

### The Customer of the Future: 10 Guiding Principles for Winning Tomorrow's Business



Based on her new book (HarperCollins), learn how to adopt 10 easy-to-follow customer experience guidelines that integrate emerging technologies with effective strategies to combat disconnected processes, silo mentalities, and a lack of buyer perspective to keep up with the demands of the customer of the future. Amazon has led the change in customers' expectations on how, when, and where they shop and make their purchasing decisions, while innovators like Netflix, Apple, Sephora, and Spotify have altered what we expect from the products we purchase. Technology has largely fueled these disruptions, and many traditional brick-and-mortar companies have gone bankrupt as the tried-and-true business models they built themselves around disappeared. Customers in the future will insist on experiences that make their lives significantly easier and better. The companies that will win their business will adapt, not by just proclaiming that

customer experience is a priority, but by embedding a customer focus into every aspect of their business. They'll understand how emerging technologies like artificial intelligence, automation, and analytics are changing the game and implement a strategy to integrate them into their products and processes.

Customer experience futurist Blake Morgan explains how today's customers are already demanding frictionless, personalized, on-demand experiences from their products and services and how companies that don't meet these new expectations won't last.

#### IN THIS KEYNOTE YOU WILL:

- Learn the 10 defining strategies for a customer-experience-focused company
- Implement new techniques to shift the entire company from being product-focused to being customer-focused
- Gain insights through case studies and examples of how the world's most innovative companies are offering new and compelling customer experiences
- Create a leadership development and culture plan for your organization to create lasting change



## Topic 2

## More Is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences



Based on her first book, the phrase “less is more” may be true about many things, but it’s not true when it comes to customer experience. Companies that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before. The companies that embrace a “more is more” philosophy work harder and go further to ensure that their customers have a positive experience. Companies that understand the importance of a relationship - even one individual relationship - are willing to go to any length to ensure that they continue to nurture that relationship.



They do this through customer-focused strategies and leadership, via operations, policies, and procedures that consider how the customer will fare in every scenario. More Is More provides practical advice for building or improving customer experience that you can apply immediately at your own organization. Because time is of the essence, your customers are not willing to wait for



you to get the customer experience right. This keynote highlights the invisible toxins that are killing your customer experience and your market share and how you should address them. *More Is More* sets you up for success, outlining the key areas you need to address immediately so you can weather external changes, remain relevant and thrive in the ever-changing business landscape.

#### IN THIS KEYNOTE YOU WILL:

- Hear about Blake's DOMORE customer experience framework from her book *More Is More*.
- Learn how companies are preparing for the customer of the future with digital transformation
- Be inspired by customer experience stories from across the world
- Gain insights and innovation strategies to empower you to better compete on customer experience

## Testimonials for Blake's Speeches



*"Blake delivered an impactful speech on customer experience to our senior leadership team. She left us with inspiring ideas we could apply to our own manufacturing business."*

Mark Anzelc  
VP Supply Chain, Parker Hannifin



*"When it comes to customer experience Blake is a true leader in the space. She is an engaging, insightful, and fun speaker and I highly recommend her for your next event."*

Charlie Isaacs  
CTO Customer Connection, Salesforce



*"Blake has a unique ability to take a complex topic such as how technology is re-shaping the customer experience and break it down for audiences to easily understand and implement. There is a lot of terminology being thrown around today in relation to customer service: digital transformation, machine learning, automation, artificial intelligence, and IoT. Blake makes sense of it all while taking the audience on a journey of what it takes to build the right customer experience for your business! She did a fantastic job presenting at InsurCon2018."*

Matt Banaszynski  
CEO, Independent Insurance Agents of Wisconsin



*"Customer experience is a critical business opportunity, but it can be challenging for employees to understand and act on. Blake really brought this topic to life with a compelling and entertaining presentation for my leadership team. She spurred some great team thinking and discussions."*

Donna Morris  
CHRO, Executive Vice President,  
Employee Experience, Adobe



*"Blake is a passionate and well versed speaker on the topic of Customer Experience. She did a great job at the ePayResources Executive Payments Summit in 2017 painting a picture of the importance of a winning customer experience leveraging examples that resonated with our attendees."*

Peter Davey  
Vice President, Payment Innovation, The Clearing House, and  
ePayResources Executive Payment Summit Conference Chair



*"Blake was one of our experts on a recent webinar on customer experience. Blake lives and breathes customer experience. She's a storyteller at heart and engages audiences with great examples of customer experiences from both the consumer and employee's standpoint. Blake stays ahead of the latest customer engagement trends, is easy to work with, and approaches projects proactively with rigor and enthusiasm."*

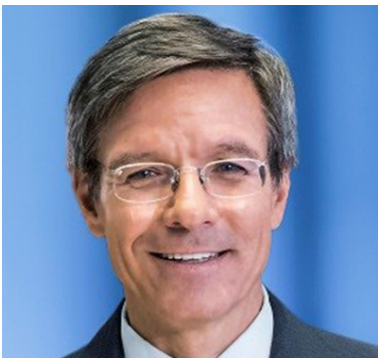
Lisa Pintchman  
Vice President Corporate Communications, Pegasystems Inc





*"Blake's belief that companies should use empathy to make customer-centricity a key tenet of their business strategy hits the larger industry issue of poor customer service on the head. Today, many companies have trouble retaining customers because they do not put enough thought into what the customer experience is truly like for consumers. I highly recommend her DOMORE framework for creating better customer experiences."*

Gina Perini  
President & CEO of Somos, Inc.



*"To win, businesses must create the future, not just react to trends. Blake Morgan shows how you can innovate your customer experience to leave competitors in the rear-view mirror."*

Tom Wilson  
Chairman, CEO, President,  
The Allstate Corporation

# MEDIA COVERAGE

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**WWD**

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R H A P S O D Y  
UNITED AIRLINES 

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