

Blake Morgan was called “The Queen of CX” by Meta.



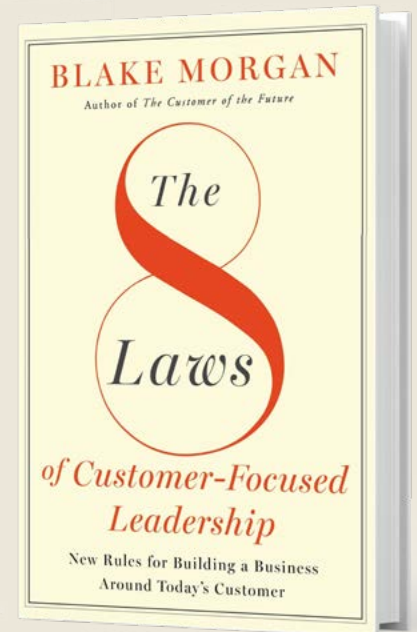
Meet Blake

Blake Morgan was called “The Queen of CX” by Meta. She is a customer experience futurist and author of three books on customer experience. Her newest book is called “Customer-Focused Leadership: The New Rules For Building Business Around Today’s Customer” coming out July of 2024.

She was called one of the top 40 female keynote speakers by Real Leaders Magazine. Blake is a guest lecturer at Columbia University, the University of California, San Diego as well as adjunct faculty at the Rutgers executive education MBA program.

She has worked with companies like Coca-Cola, AT&T, The Federal Reserve Bank and many more. Blake contributes to Forbes and is the host of The Modern Customer Podcast. She lives in the Southern California with her husband, their two children and two dogs.

For bookings email blake@blakemichellemorgan.com.



HarperCollins July 2024

FEDERAL RESERVE BANK of CHICAGO

Meta



PHILIPS

WIX



intel

verizon

COMCAST



ERICSSON

Genentech

Blake MORGAN

Why Work with Blake?

Customer Experience Futurist
Keynote Speaker
Author



1. Blake is a masterful storyteller that uses real-world examples and research to bring her message of customer-centricity home for the audience
2. She customizes all of her presentations and goes above and beyond for clients
3. She's relatable, and uses humor to connect with the audience
4. Blake is a customer experience futurist that has a vision for how technology can create a more beautiful and customer-centric world
5. Blake has a ton of real-world experience, working as a customer service leader at a Fortune 100 company
6. Her passion for customer experience is contagious



TOPIC #1

The 8 Laws Of Customer-Focused Leadership

In a rapidly changing world filled with uncertainties, one thing remains crystal clear: customers are increasingly fickle and no longer care about loyalty to any particular company. In addition, many well-intentioned companies are falling short of customer expectations, despite every organization's potential for excellence. The truth is customer experience is not what it used to be. New technologies, values, generational expectations, economic instability, - and the rapid pace of change all must be considered as you forge ahead. How do you put the customer first in the face of all these emerging trends?

- Create a customer experience mindset.
- eXceed longterm profit expectations by giving up short term profits.
- Lay out your customer experience strategy creation and stick to it.
- Embark on your 90 day get started plan.
- Anticipate the future by being a customer experience futurist.
- Don't forget that employees are customers too.
- Evaluate success and measure what can be measured.
- Reaffirm the priority - keep CX front and center.

Learn the laws, see how the best companies apply them, and build them into your organization to become a transformational customer experience leader!

TOPIC #2

The Four Ways To Make Customer Experience A Decision

In this speech, CX expert and best-selling author Blake Morgan walks you through her WAYS framework. Blake shares real-world examples and action items for each step in the framework. No matter where you are in the customer experience journey, this speech will help you move forward to connect with modern customers and set yourself apart from the competition.

Creating a CX mindset requires looking beyond what's right in front of you and focusing on how you make customers feel. Blake's framework and action items make it possible for every company to become a customer-centric success.





Blake really brought this topic to life with a compelling and entertaining presentation for my leadership team spurring some great team thinking and discussions.

DONNA MORRIS
Chief People Officer, Walmart



We pioneered a new conference format by creating the world's first virtual reality customer experience event and Blake was our highest rated speaker!



DOR DANIELI
Director of Marketing, NICE



Blake brought energy, insight, and inspiration - Blake delivers brilliantly, speaks from the heart, and provokes insightful discussions.



LEIGH SEGALL
Chief Strategy Officer,
Smart Communications



Blake's expertise, knowledge, and ability to connect with our entire staff was valuable and left a profound impact on our organization.



ATIF ELKADI
Deputy CEO, Ontario
International Airport



Blake delivered an impactful speech and left our leadership team with inspiring ideas we could apply to our own manufacturing business.



MARK ANZELC
VP Supply Chain,
ParkerHannifin



At our Norway event Blake was a pleasure to work with, delivered the presentation with a high level of professionalism, and received outstanding feedback from



KRISTIN HAUG
Program Manager, Tekna



She's a storyteller at heart and engages audiences with great examples of customer experiences from both the consumer and employee's standpoint.



LISA PINTCHMAN
VP Communications, Pega



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.

GINA PERINI
President & CEO, Somos, Inc.



Blake painted a picture of the importance of a winning customer experience leveraging examples that resonated with our attendees.



PETER DAVEY
EVP Head of Product Innovation & Labs, The Clearing House



Blake is a true leader in the customer experience space – she is an engaging, insightful, and fun speaker.



CHARLIE ISAACS
CTO, Salesforce



Many of our customers came up to me after her keynote and identified simple and impactful ways they could apply what Blake taught.



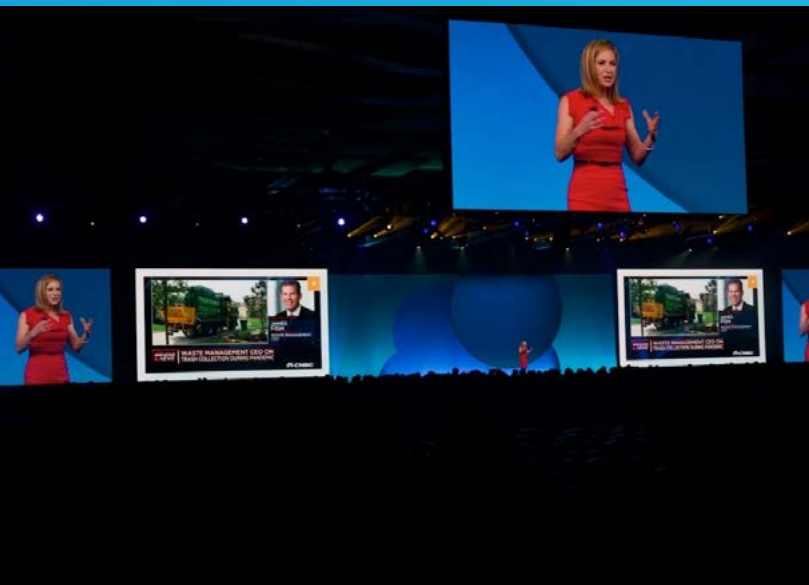
CHRIS CHUMLEY
President, COO, CampusLogic



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.



MATT BANASZYNSKI
CEO, Independent Insurance Agents of Wisconsin



Blake MORGAN

Media Coverage

Customer Experience Futurist
Keynote Speaker
Author

WORK WITH BLAKE

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