

100 CX Thought Leaders Around The World That Are Changing The CX Game

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Post author By admin

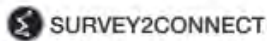
October 5, 2021



Customer Experience has become the top priority for brands and businesses all around the globe. It can be seen in the increased investment in customer experience and extra focus on providing impeccable customer experience alongside a great product. But at the heart of the amazing customer experience lies our customer experience heroes, who through their vision, bring the game-changing CX strategy.

On World CX day, we bring to you a list of 100 CX leaders from all around the world who are changing the way we witness customer experience.

P.S – The list doesn't signify any ranking, rather we have arranged it alphabetically because, for us, every CX hero is equal.



100 Global CX Thought Leaders of 2021

Adrian Brady

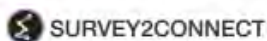
Customer Experience Executive, Author of The Four CX Pillars & Host of The CXChronicles Podcast

Region: U.S.A



Adrian has been working in Customer Experience and Service, Sales, Marketing and Operations Management and Consulting for 15+ years. In his 15 years of experience, Adrian had the pleasure of working in New York with ACV Auctions, Hometeam, onefinestay, H.Bloom, and other venture capital-backed leadership teams. He is also the author of “The Four CX Pillars To Grow Your Business Now — The Customer Experience Playbook”. Adrian is also the CEO and Founder of CXChronicles. CXChronicles focuses on customer experience and service optimization services and informational content. We provide CX Managed Services, information products, and knowledge-based services.

LinkedIn: <https://www.linkedin.com/in/adrianbradycsana/>



100 Global CX Thought Leaders of 2021

Ahmed Maher Youssef

MBA, Member at (CXPA , CXR board judging, CX Club de France)

Region: Saudi Arabia



Ahmed has 20+ years of expertise in leading operations & Customer experience Management, Digital Transformation, Business Strategic Development. He is passionate about Strategic, building companies, growing great teams, and having my work change the business for the better. He is the VP of Customer Experience at BusinessWay and he has worked cross-functionally through concept, design, development, deployment, and post-

launch analysis to develop project documentation (BRDs, FSDs, and TRDs) for all projects. worked with the top CX industries (Telcom, Banking) and worked at 4 multinational companies.

LinkedIn: <https://www.linkedin.com/in/maher12/>



Agnieszka is passionate about Customer Experience & User Journeys and has built a 15-year career by driving improvement in customer service operations, sales/onboarding as well as self-help and back-office innovation programs. She brings functions together through building strategies that deliver improvement across organizational lines for joint success. She has primarily developed CX strategies that have focused on growth through product adoption with customer success at the bottom line.

LinkedIn: <https://www.linkedin.com/in/agnieszkaannaj/>



Ali at Static-A is a Strategic and CX Enabler for Organizations, Brands, Financial & Non-Financial Institutions and a Performance Optimization Expert. He is a Certified Customer Experience Professional by CXPA and an accredited CX Consultant.

Being a member at CXPA worldwide & connected with various Global CX professional networks, Ali Malik is advising & consulting some of the finest Multinational and National companies to improve and optimize their CX, Sales, Services, HR and Organizational performances across all Channels especially by helping them in creating the “Customer-Centric & Employee Engagement Cultures” at their workplaces.

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100 Global CX Thought Leaders of 2021

Amy Brustia
Customer Experience Consultant

Region: U.K



An adaptable customer experience professional (CCXP) and business operations manager with a solution-orientated can-do attitude, proven ability to work to deadlines and communicate effectively across multi-disciplinary teams. Possessing strong analytical and IT skills. Successfully aligned and streamlined processes and technology to provide systems that enhance data visibility, facilitate better business decisions and improve the end-to-end customer experience.

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SURVEY2CONNECT
100 Global CX Thought Leaders of 2021

Anand Nigam
Co-Founder and Promoter at 4SiGHT CX

Region: U.A.E



Anand is an accomplished Marketing Insights and CX professional with over 23 years of experience including leadership positions at various companies. He has been working in the Middle East region for over 19 years.

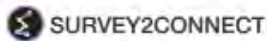
He is a founding member of 4SiGHT Research & Analytics offering insights-based consultancy to companies in the area of Market Understanding, Branding, Segmentation, Product Development, Pricing, Communication Effectiveness, Market Sizing, Customer Experience Management, Cross-Sell / Up-Sell, Customer Life Cycle Management.

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Aneesh has overall 13 years of experience in Customer Experience & Business Consulting. He is leading the implementation of a customer analytics technology platform called “Buyer Rhythms” & Digital customer experience practice. He also has experience in building capabilities to align CX as key differentiation to technology services and nurturing a suite of CX consultants to support customers across the globe. He works towards embedding the concept “Tech That Fuels CX” and setting up CX PMUs (Program Management Units) for accelerating delivery functions. Aneesh also believes in ingesting the customer-centric culture in product development, delivery, people functions.

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100 Global CX Thought Leaders of 2021

Ankesh Agarwal

CX Practitioner, Change Enabler, VoC

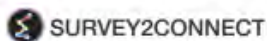
Region: U.A.E



Ankesh is passionate about seeking simplification and empathy in curating delightful experiences. He has extensively worked in the Indian and Middle-eastern markets for the last 16 years. In his experience, he has worked on real-time dashboarding, branding, communications, stakeholder management, pricing, and new product design.

He has helped businesses in reaching their CX goals through the right Customer Journeys, CX Organization setup, empowered employees through training and documentation, creating CX champions and having the right governances to measure success.

LinkedIn: <https://www.linkedin.com/in/ankeshagarwal/>



100 Global CX Thought Leaders of 2021

Anette Franz

Customer Experience Consultant, Keynote Speaker, Coach

Region: U.S.A



Annette Franz has more than 25 years of experience, helping companies understand their employees and customers, identifying what drives retention, satisfaction, engagement, and the overall experience, and designing customer experience strategies to deliver a better experience for all constituents. Annette was named one of “The 100 Most Influential Tech Women on Twitter” by Business Insider and is regularly recognized as a top thought leader in Customer Experience.

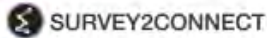
She serves as Immediate Past Chair of the Board of Directors of the Customer Experience Professionals Association (CXPA), is an Advisory Board Member for CX@UCI, mentors other professionals in this field to help them advance their careers, and is an international speaker and an avid writer; you can find her thought leadership on her blog and in Forbes, Business2Community, CustomerThink, TechTarget, Quality Digest, APICS Magazine, and more.

LinkedIn: <https://www.linkedin.com/in/annette-franz/>



Arpit Singh is responsible for new business development in his current role as Business Development Lead for Kantar Middle East covering UAE, Saudi Arabia, and the rest of GCC countries. He has expertise in the CX and Brand domains. He is passionate about innovation and the adoption of technology in research to help clients make faster, more impactful decisions. This involves everything from mobile data capture to automation and dashboards, as well as search and social, as linking multiple data sources together to provide a compelling story stimulates me. As a result, I have a solid track record of building businesses and nurturing and mentoring talent, especially during challenging times.

LinkedIn: <https://www.linkedin.com/in/arpitsingh1/>



100 Global CX Thought Leaders of 2021

Bandar Almutairi

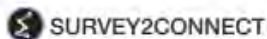
UXC, CPM, FCXM

Region: Saudi Arabia



CX Design Manager at Ministry of Human Resource and Social Development in Saudi Arabia, Bandar has spent a better part of the decade focusing on improving the customer experience of the brands and agencies he has been associated with. He is passionate about creating and designing wonderful memories through delightful experiences. Bandar is also a practitioner of human-centered design at strategic and tactical levels. He is an expert in UX Strategy Management, Product experience Management, eGovernment experience, Customer Experience design, Innovation Management and Experience Governance.

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100 Global CX Thought Leaders of 2021

Barry Dalton

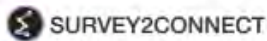
CIO, COO, and Digital Business,
Customer Experience Strategy, and Technology Leader

Region: U.K



Barry Dalton is a CX Strategy and CX Technology Leader accomplished in designing and implementing strategy and technology architecture across marketing, sales & service with a particular industry focus on consumer products, pharmaceuticals, retail, and technology. He is a VP of Digital and Analytics Transformation at Genpact, and is responsible for top-line growth, delivery oversight, IP, and thought leadership for Genpact's digital capabilities & consulting services.

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100 Global CX Thought Leaders of 2021

Becky (Lisson) Roemen

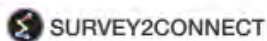
Manager of CX Solutions and
Consulting at Avtex Solutions, LLC

Region: U.S.A



Recognized as a Top 50 Customer Experience Industry Thought Leader by ICMI Becky is an experienced Customer Experience transformation strategist with demonstrated success and thought leadership. Becky's innate passion for the delivery of digital transformation & disruptive business technologies is married with her marketing and business strategy background. She serves as a thought leader in the Customer Experience and Disruptive Technologies space, backed by several industry publications and certifications. Her expertise in both technology and marketing gives way to refined capabilities in developing and implementing a transformational customer experience strategy that provides value and drives customer loyalty.

LinkedIn: <https://www.linkedin.com/in/becky-roemen/>



100 Global CX Thought Leaders of 2021

Bob Thompson

Founder of CustomerThink, Author

Region: U.S.A



Author of Hooked on Customers, Bob Thompson has 20 years of experience in customer-facing roles, in sales, technical support, consulting and executive positions, and another 15 years of experience in customer management consulting research, and online community development. In 1998, he founded CustomerThink, a community for business leaders seeking to develop and execute customer-centric business strategies. He aims to harness

the collective intelligence of customer-centric thought leaders, using the collaborative platform to help business leaders understand how to create mutually beneficial customer relationships.

LinkedIn: <https://www.linkedin.com/in/customerthink/>



Brenda is a Customer Experience Executive with over 15 years of experience in the telecommunications industry. She has been an active participant in direct vertical market experience in designing, implementing and managing complex customer care operations in a telecom set-up. Brenda is an articulate, confident, energetic senior officer, comfortable with managerial and technical responsibilities, accountable for results, excels in risk assessment and management in both teams and individual working environments.

LinkedIn: <https://www.linkedin.com/in/brenda-lynn-dichoso-9b538813/>



Brendan is the Co-founder and director of the leading Customer Experience (CX) consulting and Executive recruitment firm, FT Executive, which he started with his wife, Laura.

Brendan started his career in his native Dublin, Ireland, before relocating to Australia in 2010 where he quickly accelerating his capabilities and experiences by introducing Project management methodologies and customer-centric processes to his professional tool kit. He firmly believes that it's the customers who drive business and creating a customer-centric organization holds the key to success in a competitive landscape. He brings over two decades of experience to the table and is backed by a successful track record in the realm of, Sales, CX and Customer Success.

LinkedIn: <https://www.linkedin.com/in/brendan-tremble/>



Forbes named Brian Solis as “one of the more creative and brilliant business minds of our time.” He is a Salesforce’s Global Innovation Evangelist, an international keynote speaker, and an author of 8 bestsellers. For over 20 years, he has been studying Digital Darwinism, to understand the impact of disruption on businesses, markets, and society. He has published over 60 research papers and his work is published in industry-leading publications such as Forbes, ZDNet, CIO, eWeek, Fast Company, Adweek, and Singularity University.

LinkedIn: <https://www.linkedin.com/in/briansolis/>



Charles is the President of the Customer Experience & Service Association (CXSA), Middle East – a central body dedicated to empowering people and organizations to take advantage of the most exciting discipline on the strategic change agenda. People and organizational development are at the center of everything he does. Through the CXSA Group, their members can take advantage of education and events including conferences, awards, and industry roundtables focussing on Customer Experience for the Middle East/GCC region.

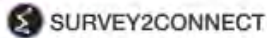
LinkedIn: <https://www.linkedin.com/in/cnpbennett/>



No 3 Customer Service Global Guru, UK Top 20 CX Influencer and CX Thought Leader 2021, with three decades of expertise in Customer Service, Claire is an authority in the Customer Experience Industry. She brings a more holistic and comprehensive approach to Employee and Customer Experience with her Business Feng Shui program.

Claire is a Keynote Speaker & Consultant specializing in retail and hospitality. She inspires businesses to thrive by delivering exceptional customer experiences, making game-changing decisions by assessing, developing, implementing, and measuring their Employee & Customer eXperience strategies.

LinkedIn: <https://www.linkedin.com/in/claireboscqscott/>



100 Global CX Thought Leaders of 2021

Clare Muscutt

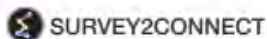
CX Magazine Top Female Influencer,
CX Entrepreneur, International Keynote Speaker,
Championing Women in CX

Region: U.K



Recognized as one of the most prominent and valued millennial voices in CX, Clare Muscutt is an International Consultant, Keynote Speaker and soon to be the Author of the book 'How to be Awesome at CX'. She held several CX leadership roles in FTSE 100 organizations and later founded her customer experience design-based consultancy firm, CMXperience. She is a leader of the women in the CX community and host of the podcast 'Inspiring Women in CX.' She has also been recognized as the 2020 UK Top Female Influencer by CX Magazine and has received numerous awards for her impressive commercial results.

LinkedIn: <https://www.linkedin.com/in/clare-muscutt>



100 Global CX Thought Leaders of 2021

Daniel Michaeli

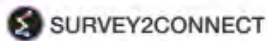
CEO and Co-Founder at Glia

Region: U.S.A



Daniel Michaeli is the Co-Founder and CEO of Glia, a Digital Customer Service solution for banks and insurance companies to support customers in a digital-first world. In addition, Dan hosts "The CX Show", Glia's podcast on Customer Experience where he speaks to senior business leaders to understand the importance and influence of Customer Experience on overall business success.

LinkedIn: <https://www.linkedin.com/in/danielmichaeli/>



100 Global CX Thought Leaders of 2021

Daniel Roundy

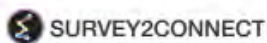
CCXP, Founder & MD of Freestyle CX

Region: U.S.A



Daniel is a customer experience-focused entrepreneur (“CXpreneur”). He helps organizations solve problems and improve their performance by focusing on their customers. Daniel has a serious bias for taking action and making things happen. And that’s what he has for more than 18 years, working in and for Fortune 500 companies, in roles spanning strategy, marketing, product management, IT, operations, customer success, and consulting. He is also the founder of Freestyle CX.

LinkedIn: <https://www.linkedin.com/in/danielroundy/>



100 Global CX Thought Leaders of 2021

Daniel Ord

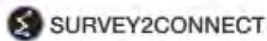
Founder at OmniTouch International

Region: Germany



Daniel Ord is one of the world’s leading Trainers in Customer Experience & Contact Centers. He is a CX professional for 20 years around the world, across dozens of industries and in thousands of testimonials. He is a CXPA Recognized Training Provider and helps people develop mastery in CX and earn their CCXP Certification credential. He is an industry leader in Contact Centers & Customer Service with 30 years of management, consulting, and training in Centers around the world. He is also the Founder and Director of OmniTouch International and helps businesses deliver great CX, EX & Contact Center performance.

LinkedIn: <https://www.linkedin.com/in/daniellawrenceord/>



100 Global CX Thought Leaders of 2021

Debbie Akwara

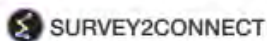
CX Startup CEO, Top 50 Global CX Thought Leader & Influencer, CX Entrepreneur

Region: Nigeria



Debbie is a customer experience entrepreneur aka CX-Preneur. She creates products/services, solutions & platforms that help businesses satisfy and retain customers. Debbie has 20+ years of experience driving customer experience (CX) success for local, pan African, and international organizations across multiple sectors. She has led CX success for Zenith bank Plc, United Bank for Africa Plc, Etisalat, and Bridge International Academies. These CX successes impacted customer and employee experience that translated into an improvement in industry ratings i.e. the annual KPMG Banking industry Customer Satisfaction Survey (BICSS) and Milward Brown annual telecommunications rating as well as additional revenue generation of over NGN300 million.

LinkedIn: <https://www.linkedin.com/in/debbieakwara/>



100 Global CX Thought Leaders of 2021

Denise Lee Yohn

Brand Leadership Expert, CX Thought Leader, Keynote Speaker Author

Region: U.S.A



CX Thought Leader, Denise Lee Yohn is the expert on brand-building for national media outlets such as CNBC and FOX Business TV. She is an in-demand speaker and consultant, an influential writer, and the author of the bestselling books, 'What Great Brands Do' and 'FUSION'. She is the former VP/GM of Brand & Strategy at Sony, Contributor to HBR and Forbes, and Advisor to world-class brands including Frito-Lay and Oakley.

LinkedIn: <https://www.linkedin.com/in/deniseleeyohn/>



For over 25 years Desirree has been a customer experience and advocacy leader passionate about managing high-performing teams to create global programs designed to drive increased customer loyalty and employee engagement. Working in both small start-up companies and large complex business environments, she has the ability to establish scalable, actionable listening solutions that provide customer focus and inspire cross-functional improvement initiatives that get results. She also has been a frequent featured speaker at conferences and webinars on best practices for the voice of the customer programs and is a Certified Net Promoter practitioner, performance coach, and customer experience mentor.

LinkedIn: <https://www.linkedin.com/in/feedbackdiva/>



With more than a decade of experience, he is a solutions-focused, client and result-oriented professional distinguished by commended performance and proven results coupled with Post Graduate Diploma in Human Resources Management (Associate CIPD). He is Client Relations & Licensing Support Supervisor @ Ras Al Khaimah Economic Zone(RAKEZ).

LinkedIn: <https://www.linkedin.com/in/doaa-besaiso-2a827211/>



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100 Global CX Thought Leaders of 2021

Emilia D'Anzica
Customer Success Evangelist, Author, Speaker,
Customer Success Influencer
Region: U.S.A



Emilia is a Management consultant, board advisor, author, and educator, known for building high-impact and measurable full-cycle customer programs across voice-of-customer, renewals, growth, operations, customer education, offshore BPO, support team management, CSAT, and NPS initiatives. She was named one of the 2018 '7 Influential Women in Customer Success' by Gainsight, one of the top 2018, 2017, and 2016 CS influencers & strategists by Mindtouch, and received a Stevies Award for Customer Service in 2016.

LinkedIn: <https://www.linkedin.com/in/emiliadanzica/>



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100 Global CX Thought Leaders of 2021

Emma Donnelly
Head Of Customer Service at Redrow Homes
Region: U.K



Emma Donnelly is the 2018 winner of 'Inspirational Leader of the Year' at the UK Business Awards, 'Leader of the Year' at the UK Complaints Handling Awards 2018, and the 'Professional Woman of the Year' at the CXA'18 Awards. She utilizes a highly crafted ingenuity in developing individuals and improving departmental efficiencies, ensuring the collaboration of a mutual approach toward increasing customer satisfaction and retention.

Identified as one of Customer Experience Magazine's 'Top 25 CX Professionals' to watch out for in 2020, she demonstrates her commitment and passion to shaping the delivery of excellent Customer Service across businesses and industries alike.

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Erica Ashfeld — Vice President & Customer Insight Consultant



Erica is a forward-focused and results-driven Customer Experience (CX) Leader, with an extensive background in strategic and tactical program development, Voice of the Customer (VoC), Customer Journey Mapping (CJM), customer insights, implementations, talent management, team-building, and business analysis.

LinkedIn: <https://www.linkedin.com/in/ericaashfeld/>



Faran Niaz is a CX consultant with 25 years of hands-on experience in creating, fixing, establishing & transforming Customer Experience setups for large Global Banks across various continents. He is also the winner of multiple CX awards and creating a unique

record of taking one of the Banks from 23rd position to No.1 Bank in CX in UAE in just 4 years and helping maintain top position for 7 consecutive years.

He is the CEO and founder of CX future which offers unique techniques and solutions to create, fix & upgrade Customer Experience for all businesses who desire to move their CX to the next level based on Agile & Journey mapping techniques

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100 Global CX Thought Leaders of 2021

Frans Reichardt
The Customer Listener, Global Speaker on
Customer Experience & Listening Leadership
Region: Netherlands



Frans is a CX expert who helps transform brands into a listening brand and help businesses improve customer process for improved customer experience. With more than 2 decades of experience in CX, Frans is a professional trainer, helping brands with their customer journey and powerful presentations. He is also a keynote speaker, CX judge, and author of 7 books on business, marketing, and customers.

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100 Global CX Thought Leaders of 2021

Gregorio Uglioni
CCXP, Host of the CX Goalkeeper Podcast
Region: Switzerland



Gregorio is a Customer Experience Professional and Digital & Business Transformation Specialist creating value for the audience. He is the host of the CX Goalkeeper Podcast. In his CX Goalkeeper podcast, he shares SMART discussions on Customer Experience, Innovation, Transformation and Leadership. He is also the judge at the International Customer Experience Awards 2020, UKBA 2021, ECXA 2021, ICXA 2021. He is the co-author of an international best-selling book "Customer Experience 3".

LinkedIn: <https://www.linkedin.com/in/gregorio-uglioni/>



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100 Global CX Thought Leaders of 2021

Gustavo Imhof

Best-Selling Author, CX 30 Under 30, Customer Experience Leader

Region: U.K



One of the top 30 CX under 30, Gustavo is a CX leader who helps brand identify their brand promise and how they want to be remembered. He is credited for identifying the ROI of CX improvements, making business cases much more compelling. He also created an internal community of over 100 customer champions looking at improvement opportunities and driving CX bottom-up change.

LinkedIn: <https://www.linkedin.com/in/headofcustomerexperience/>



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100 Global CX Thought Leaders of 2021

Hannah Louise Cox

Top C-Suite - Senior Executive Search, CX Professionals List 2021

Region: U.K



Prides herself as a huge advocate of the customer and providing an exceptional Customer Experience, Hannah Lousie identifies talent within the Customer Experience space to engage for specialist roles, in order to shape business strategies and transform cultures. She is a passionate blogger and industry awards judge and has earned the Outstanding Contribution to Judging 2019 by UK Digital Experience Awards. She is currently working as an Executive Search Consultant at Douglas Jackson.

LinkedIn: <https://www.linkedin.com/in/cxexecutivesearch/>



Hans Huisman is an independent CX consultant empowering serious, CX-orientated brands and their customers to experience the best support ride ever with full visibility to allow for developing and maintaining the best CX strategy. He helps startups, assisting them to further continue their impressive growth.

LinkedIn: <https://www.linkedin.com/in/hans-huisman-3263239/>



Hassan is a certified Customer Experience practitioner (CCXP) coming from an engineering and entrepreneurial background with a passion to help organizations (both public and private) innovate, grow and develop a competitive advantage through the power of Customer

Experience and Service Design.

Founder and CEO of Multifarious Experience, he helps ambitious companies to design great Customer Experiences and therefore, gain a competitive commercial advantage.

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Helen is a Customer Experience Specialist who empowers organizations to develop emotionally positive experiences with their customers as a business differentiator. Her work is focused on enabling forward-thinking organizations to improve and innovate CX strategy. Helen also views the growth of ethical and conscious consumerism in markets around the world as a key area of interest and increasingly an essential lens through which to view CX strategy.

With 28 years of experience, 18 of those in the UAE, Helen draws on her background as a Marketing Strategist, with extensive experience in Research and Planning before moving into Customer Experience Consultancy in 2010.

LinkedIn: <https://www.linkedin.com/in/helensell/>



Holly Richardson can be best described as a self-directed, modern marketing leader with strong international experience in digital marketing transformation and customer experience management. She is passionate about driving real value for real people, customers, fellow employees, and the wider community. She was nominated and named a finalist for (global) CX Leader of the Year 2020 by MyCustomer.com. She is also a Certified Customer Experience Practitioner & member of the Customer Experience Professional Association.

LinkedIn: <https://www.linkedin.com/in/hollyrichardson/>



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100 Global CX Thought Leaders of 2021

Humood Humood

Director of IT. Silah Gulf, CX Technologies, AI & Digital Transformation

Region: U.A.E



Humood has led and designed numerous large-scale successful ICT & CX centric Digital Transformation Projects across many vertical fields and industries including Government, Semi-Government, Banking, Airline, and Educational sectors& CX centric Digital Transformation Projects. He has worked across many vertical fields and industries including Government, Semi-Government, Banking, Airline, and Educational sectors

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100 Global CX Thought Leaders of 2021

Iain O'Connor

Senior Manager of Customer Experience and Insight at Aegon UK

Region: U.K



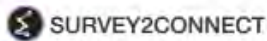
Named as one of the top 10 CX professionals in the UK by Customer Experience Magazine, Iain is the Senior Manager of Customer Experience & Insight at Aegon UK and is responsible for implementing a CX culture at the insurance, pensions, and investment firm. He manages research and insight functions, delivering market and customer insight across the business. He has also judged the UK Customer Experience Awards at Wembley Stadium and talked at Customer Experience events in the UK and US.

LinkedIn: <https://www.linkedin.com/in/iain-o-connor-1908285b/>



A highly influential freelance Customer Experience consultant, Ian advises leading companies on Customer Experience strategy, measurement, improvement, and employee advocacy techniques and solutions. Ian has worked across multiple industries including retail, financial services, logistics, telecoms, and pharmaceuticals and has deployed Customer Experience tools and methodologies all over the world. An internationally renowned speaker and blogger on the subject of customer experience (ijgolding.com/blog), Ian also served on the inaugural board of Directors of the CXPA (Customer Experience Professionals Association). The CXPA is a global non-profit organization positioned to guide and enhance the growing field of customer experience management.

LinkedIn: <https://www.linkedin.com/in/iangolding/>



100 Global CX Thought Leaders of 2021

Irit (Golan) Eizips

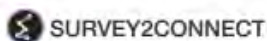
Customer Success Strategist, Chief Customer Officer & CEO at CSM Practice

Region: U.S.A



Irit has been pivotal in shaping Customer Success methodologies and best practices. She has been consistently voted top Customer Success strategist since 2013 and is frequently featured as a speaker at conferences and Customer Success publications. Irit Eizips is CEO of CSM Practice, a global customer success management consulting firm. The firm specializes in working with executives to accelerate the creation and implementation of Customer Success strategies, derive extensive value from Customer Success technology solutions as well as coach customer-facing teams in Customer Success Management.

LinkedIn: <https://www.linkedin.com/in/eizips/>



100 Global CX Thought Leaders of 2021

James Dodkins

Customer Experience Influencer, Keynote Speaker, Author, CX Trainer

Region: U.K



James is the CX Evangelist at Pegasystems where he researches extreme fandoms to understand how companies can create their own 'Hyperfans'. He shares those strategies through transformative training, engaging video content, and inspiring keynote talks. He was awarded The UK's #1 CX Influencer by Customer Experience Magazine in 2020, The UK's Most Outstanding CX Keynote Speaker by Corporate Vision Magazine in 2021, The World's #10 Customer Service Guru by Global Gurus in 2021, as well as countless other notable mentions in industry publications like Business Insider, The Times and Forbes.

LinkedIn: <https://www.linkedin.com/in/jamesdodkins/>



100 Global CX Thought Leaders of 2021

James Perryman
Coaching, Trainer, Keynote Speaker, Consultant

Region: U.K



With over 20 years of proven experience, James Perryman is helping businesses improve employee engagement, culture, and customer experience, by showing them how to bring purpose, advocacy, and empowerment to employees and customers, creating everyday exceptional experiences. He is the Founder of Momentus Limited, where coaching, mentoring, and training are combined successfully to differentiate brands and set them apart from the competition. He is also Co-Founder at MyPeopleClub, an online community and learning platform for people working in HR, Coaching & Training.

LinkedIn: <https://www.linkedin.com/in/jamesperryman1/>



100 Global CX Thought Leaders of 2021

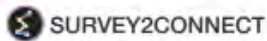
Janhavi Surve
Senior Consumer Strategist at One Picture

Region: New Zealand



Janhavi is a senior Consumer Strategist with a focus on insights and strategy to find opportunities and drive business growth. She uses her theoretical knowledge, technical skills, and practical experience to find actionable insights. She is a result-oriented individual who achieves organizational goals through critical thinking.

LinkedIn: <https://www.linkedin.com/in/janhavi-surve-366573144/>



100 Global CX Thought Leaders of 2021

Jay Nathan

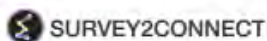
Founder of Customer Imperative and Gain Grow Retain

Region: U.S.A



Across the years and a number of functional executive roles in customer success, product, services, and account management, Jay has developed a methodology for building, leading, and scaling SaaS companies serving a wide range of end-markets and customer sizes. After spending nine years with Blackbaud, and a successful exit of PeopleMatter to Snagajob in 2016, he founded Customer Imperative, a company focused on helping B2B SaaS retain customers, grow revenue, and scale customer success. In 2020 Jay also co-founded Gain Grow Retain, a community for customer success leaders, and subsequently sold Customer Imperative to Higher Logic where I am currently the Chief Customer Officer.

LinkedIn: <https://www.linkedin.com/in/jaynathan/>



100 Global CX Thought Leaders of 2021

Jenny Dempsey

CX Manager at NumberBarn.com and Co-Founder at CustomerServiceLife.com

Region: U.S.A



Jenny is known for her thought leadership, speaking about CS, CX, and self-care for contact center agents. She was the 2019/2020 recipient of the CloudCherry CX Influencer Award and is an ICMI Top 25 Thought Leader. Jenny Dempsey has over 15 years of experience in Customer Experience. She is the Customer Experience Manager at NumberBarn.com and the Head of Customer Experience at FruitStand.com. Also, she is the Co-Founder of CustomerServiceLife.com and CX & CS Consultant and Self-Care Coach at JennyDempsey.com.

LinkedIn: <https://www.linkedin.com/in/jenny-dempsey-a580a344/>

Jim Tincher – CCXP, CXPA, CX Expert, Author



Jim Tincher is a dynamic speaker who is passionate about building a world-class customer experience that results in engaged customers who come back time and again. He founded Heart of the Customer in 2014 to help companies of all sizes increase customer engagement. He helps employees in engaging customers through a personal connection. With a passion for customer experience, he teaches that true customer engagement only happens when you solve a problem and create a personal connection while doing so. He is also an active member of the Customer Experience Professionals Association (CXPA), author, and frequent keynote speaker.

LinkedIn: <https://www.linkedin.com/in/jimtincher/>



Jim Iyooob is the Chief Customer Officer for Etech Global Services. He has responsibility for Etech's strategy, marketing, business development, IT, program implementation, operational excellence, and product development across all Etech's existing lines of business – Etech, Etech Insights, ETS & Etech Social Media Solutions. He is passionate, driven, and an

energetic business leader with a strong desire to remain ahead of the curve in outsourcing solutions and service delivery. Jim has 30 years of experience in inbound, outbound, chat, analytics, AI, and social media.

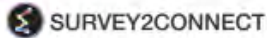
Jim has an impeccable track record of innovation and advanced business intelligence. He has been instrumental in setting up services for the customers needing quick and apt solutions for their daily customer experience needs. Jim has an exceptional understanding of the customers' products, their requirements & processes, and complete analysis to provide the right kind of solution.

LinkedIn: <https://www.linkedin.com/in/jimiyoob/>



Jo Boswell is a CX Influencer who advises organizations on CX innovation and supports CX leaders with coaching development. She focuses particularly on helping organizations harness customer data, insight, and technology to drive CX improvements, whilst driving the cultural change needed to unlock value for themselves and their customers. She has spent 27 years in senior roles at British Airways prior to founding her company, Sentio-B, a CX consulting firm in 2018. She serves there as the Founder Director and is providing advisory and coaching services for Boards and senior leaders on how to drive transformation in their customer experience. She was listed in the Top 20 Customer Experience influencers by CX Magazine in 2019.

LinkedIn: <https://www.linkedin.com/in/joyboswell/>



100 Global CX Thought Leaders of 2021

Joakim Thörn

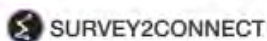
XM Scientist and Keynote Speaker

Region: Sweden



XM Scientist and Co-Founder at Effectly AB and [experiasummit.com](https://www.experiasummit.com), Joakim Thörn is a subject-matter expert and a speaker who specializes in facilitating and helping clients expand their market presence through experience-based differentiation. He is also a CX Mentor at the Customer Experience Professionals Association (CXPA) where he aids in increasing the impact and visibility of Customer Experience professionals, facilitates effective member-to-member sharing, and establishes respected standards.

LinkedIn: <https://www.linkedin.com/in/joakimthorn/>



100 Global CX Thought Leaders of 2021

Jonathan Levitt

Chief Marketing Officer at Voxco Survey Software

Region: U.K



Jonathan is a marketing executive offering 20+ years of influencing start-up, growth, and turnaround environments. Blending vendor, agency, and brand perspectives, he has been recognized for formulating innovative digital marketing, omnichannel, corporate brand strategies, and industry best practices.

He has spent over 25 years helping a diverse list of brands understand their audience and leverage technology and data to build better product and customer experiences. He has worked with brands of all sizes including leading global players such as Walmart, Target,

Williams-Sonoma, MasterCard, Dell, The New York Times, Ford and Google. Data-driven to the core, he is a recognized authority in the spheres of digital marketing, analytics, the voice of customer/customer experience.

LinkedIn: <https://www.linkedin.com/in/jlevitt/>



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100 Global CX Thought Leaders of 2021

Jovias Braganza
Associate Director - Insights at 4SiGHT Research & Analytics
Region: Saudi Arabia



Jovias has over 9 years of experience in Market Research and 2 years in Marketing / Advertising, possessing strong knowledge of strategic analysis in quantitative and qualitative methods and has handled large scale brand tracker, usage and attitude projects, segmentation research, pricing research, concept tests, value proposition research, brand and tracking research and customer experience studies.

He has excellent analytical and problem-solving skills and is detail-oriented with exceptional organizational and planning skills with the ability to manage multiple initiatives.

LinkedIn: <https://www.linkedin.com/in/jovias/>



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100 Global CX Thought Leaders of 2021

Jeanne Bliss
Cofounder CXPA.org, Global leader, keynote speaker, 4x bestseller author on experience leadership & customer-driven growth.
Region: U.S.A



Jeanne Bliss guides companies to the achievement of business growth through leadership bravery and elevated business practices. She is known globally for transforming the business to earn customer-driven growth. A 5-time Chief Customer Officer and coach to over 20,000 leaders, her practices are field-tested and proven. Bliss' 5-Competencies for customer-driven growth have been adopted around the world, and her 4 best-selling books on customer experience and leadership are the guidebooks of the CX Profession.

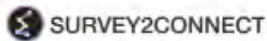
Jeanne Bliss has delivered over 1,500 transformative keynotes globally, has coached over 20,000 leaders on leading to elevate their company in the marketplace, with sustainable growth. Jeanne Bliss is the cofounder of the customer experience professionals association and is fondly known as the “godmother” of customer experience.

LinkedIn: <https://www.linkedin.com/in/jeannebliss/>



Judi is a certified customer experience leader with a proven track record in the development and execution of customer experience strategy, sales operations excellence, capability development, and transformational project management. Judi has successfully turned around underperforming businesses through top-line growth, cost management, and business simplification. She holds expertise in strategy development, global sales, and marketing, leading large teams through change, and managing critical projects including large, complex, ERP transitions.

LinkedIn: <https://www.linkedin.com/in/jufitzpatrick/>



100 Global CX Thought Leaders of 2021

Julia Ahlfeldt

CX Professional, C-Suite Business Advisor,
Keynote Speaker

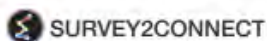


Region: U.S.A



Julia is a customer experience advisor, speaker and strategic leader with over 15 years of experience collaborating with blue-chip companies in the United States, Europe and Southern Africa. She specializes in driving profitable growth through improved customer experiences. She leverages her knowledge of global customer experience (CX) best practices to create bespoke solutions that enable organizations to consistently deliver on their brand promise and achieve market leadership.

LinkedIn: <https://www.linkedin.com/in/juliamartinahlfeldt/>



100 Global CX Thought Leaders of 2021

Katie Stabler

CCXP, Founder and Director of CX at Cultivate
Customer Experience

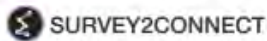


Region: U.K



Katie Stabler is an accomplished & inspiring senior customer experience leader with experience in leading CX programs within complex structures and regulated environments. She is the Founder and Director of CULTIVATE Customer Experience by Design, a Global Customer Experience Consultancy that helps you understand your customers and deliver an exceptional experience for exceptional results.

LinkedIn: <https://www.linkedin.com/in/katie-stabler-ccxp-6475278a/>



100 Global CX Thought Leaders of 2021

Kate Nasser

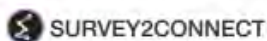
CCXP, Founder and Director of CX at Cultivate Customer Experience

Region: U.S.A



The People Skills Coach™ and the author of Leading Morale, Kate Nasser has 20 years of experience in the industry and she continues to inspire leaders and teams to develop their skills. She delivers keynotes, coaching, workshops (in-person and online), and consulting for superior customer service, teamwork, employee engagement, and leading change to Fortune 500 companies, government, and mid-size organizations like Thomson Reuters, Honeywell, Pfizer, Goldman Sachs, etc.

LinkedIn: <https://www.linkedin.com/in/katenasser/>



100 Global CX Thought Leaders of 2021

Kaye Chapman

Customer Journey Content Curator at Splunk, CX Accelerator Community Organizer

Region: U.S.A



Kaye Chapman is a Customer Experience and Learning Specialist, working with global Fortune 500, government, and private firms around the world to design outstanding customer experiences and to embed effective people development strategies. She holds an MA gained through University College London, the top university for education in the world, and currently works as a Learning and Development Manager at Comm100. Kaye is a Community Organizer and Facilitator for the CX Accelerator Slack community, the leading online community for CX professionals. She is also an established writer who has shared articles on Zendesk, CustomerThink, ICMI, CX Accelerator, Business2Community, and more.

LinkedIn: <https://www.linkedin.com/in/kayechapman/>



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100 Global CX Thought Leaders of 2021

Kia Abbott

Xtra Savings Rewards Programme Manager at ShopriteX



Region: U.S.A



Customer Experience Manager at Cape Union Mart Group, Kia Abbott is driving the journey to become a customer-led, data-driven organization that can effectively create meaningful customer experiences that delight customers in stores and online. She has extensive consulting experience across strategy, innovation, and communication and is a passionate customer champion, who uses customer experience strategy and data-driven insights to solve business problems.

LinkedIn: <https://www.linkedin.com/in/kia-abbott-78115516/>



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100 Global CX Thought Leaders of 2021

Laura Tengerdi

CCXP, Speaker and Awards Judge, Top 50 Marketer, CX Leader 2020 Finalist



Region: Hungary



Laura has over 25 years of marketing, brand development and brand building experience, managing global and local brands and her background in both B2B and Business to Customer roles, FMCG and Banking sectors which enables her to bring unique expertise in building a positive experience for stakeholders, customers, owners, and business partners.

From her base in Hungary having worked with a wide array of people geographically, Laura is comfortable and experienced in multinational and multicultural environments

LinkedIn: <https://www.linkedin.com/in/laura-tengerdi-ccxp/>



Liz Berks is a passionate advocate for the role customer-centricity plays in successful companies and has a proven record of helping clients transform their business to align with customer needs and deliver improved business performance.

She has worked across the globe, from the UK to Hong Kong, Singapore, Australia, and now Saudi Arabia, helping clients solve their business problems and define their CX strategy, as well as working on the frontline of CX definition and development for a global airline.

LinkedIn: <https://www.linkedin.com/in/liz-berks-cx/>



Luke is a top global CX influencer and thought leader on customer and employee engagement. Combining vision, high energy, creativity, and execution, he's an inspiring and refreshing keynote speaker, podcaster, and blogger. Luke's been featured in numerous publications including the Wall Street Journal, is a certified LEGO® Serious Play® facilitator, and studied design thinking of D.school, Stanford University. His approaches have attracted many coveted awards and his enthusiasm for CX and EX has helped shape some of Australia's largest organizations' customer and employee experience programs.

LinkedIn: <https://www.linkedin.com/in/luke-jamieson/>



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100 Global CX Thought Leaders of 2021

Lynn Hunsaker
CXPA Board, Customer Experience Leader,
Trainer, Author



Region: U.S.A



Lynn Hunsaker started her career as chair of a 20-country, 6-division task force designing customer satisfaction methodology as a manager in the Strategic Planning department at then-Fortune-250-ranked Sonoco Products. She led CX company-wide for 11 years at Applied Materials. She is now Chief Customer Officer at ClearAction Continuum. She is also a recognized Training Provider for the CCXP Exam, Author of 6 benchmarking studies and 3 handbooks, a Professor at UC Santa Cruz Silicon Valley Extension, and serves on the CXPA Board of Directors.

LinkedIn: <https://www.linkedin.com/in/lynnhunsaker/>



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100 Global CX Thought Leaders of 2021

Marleen van Wijk
CCXP, Managing Director NeCXus

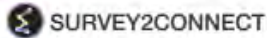


Region: Netherlands



As an independent strategic change consultant, Marleen works at the nexus of change management and customer experience, to help businesses go forward and more impactfully connect with their customers. She is the founder of the CX Card Set. She is also co-author of the two Amazon bestselling Customer Experience Books (1+2).

LinkedIn: <https://www.linkedin.com/in/marleenvanwijk/>



100 Global CX Thought Leaders of 2021

Mary Drumond

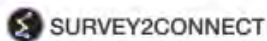
CX Thought Leader, Chief Marketing Officer at Worthix, Host of Voices of CX

Region: U.S.A



Mary Drumond is Chief Marketing Officer at Worthix and the dynamic host of the riveting Voices of Customer Experience Podcast. She is also an entrepreneur who has been through the trenches; starting as an instructor and working her way up to Sales and Marketing Director before acquiring the Advance Languages EFL school. Mary is passionate about consumer behavior and has extensive experience in marketing research, focusing on customer experience (CX) and customer experience management (CEM).

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100 Global CX Thought Leaders of 2021

Marilyn Suttle

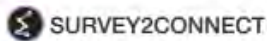
Success Strategy Coach, Engagement Speaker, Virtual Trainer, Retreat Facilitator

Region: U.S.A



An internationally recognized customer service expert, Certified Virtual Speaker, and bestselling author, Marilyn works with leaders who want caring, engaged, and resilient teams who create strong customer relationships that last. Her inspirational (and fun) programs teach audiences how to make Suttle Shifts for breakthrough success at work and in life using service excellence practices and mindset management. She endears customers to organizations, consumers to brands, and leaders to their highest vision of success.

LinkedIn: <https://www.linkedin.com/in/marilynsuttle/>



100 Global CX Thought Leaders of 2021

Mandisa Makubalo

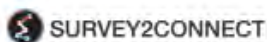
Founder & Principal Consultant (Unlimited Experiences SA), Women In CX

Region: U.S.A



Mandisa is passionate about economic development and her goal is to help South African organizations achieve corporate goals through the value of customer experience (CX) by helping them contextualize CX for themselves and their clients. A founding member of the Women in CX community, she has also founded and served as a Managing Director of Unlimited Experiences SA. Unlimited Experiences SA is a strategic data-driven customer experience management service champion that enables medium-sized entities to improve customer experience through the use of innovative and sustainable customer experience management solutions

LinkedIn: <https://www.linkedin.com/in/mandisa-makubalo-9b180b6b/>



100 Global CX Thought Leaders of 2021

Marta Domingo Alegre

Insights, CX & Strategic Marketing, Founding Member at Women in CX

Region: Spain



Marta has more than 15 years of experience helping multinational corporations, SMEs and entrepreneurs with their strategic marketing, market research/insights and customer experience challenges, always with a customer-centric, international and strategic vision. She is a founding member at Women in CX. Currently a freelance CX Consultant @ DIFERENTIS, she helps companies build meaningful connections with their clients and differentiate themselves from competitors, always with a customer experience (CX) and customer social responsibility (CSR) mindset.

LinkedIn: <https://www.linkedin.com/in/martadomingoalegre/>



Matt's first book, *The Ten Principles Behind Great Customer Experiences*, won the CMI's Management Book of the Year, becoming the only book on its topic to win a major award. As a subject matter expert in customer experience, he has been cited by the world's top research firms and given keynote addresses at every kind of organization imaginable. Matt is also a Senior Visiting Fellow at Cass Business School, London. He's the co-founder and CEO of Methodical, a boutique customer experience, and strategy consultancy.

LinkedIn: <https://www.linkedin.com/in/matt-watkinson/>



Megan is a customer-focused leader and influencer with extensive experience conducting primary and secondary research, analyzing data, and bringing key insights to life through storytelling. She designs and conducts both qualitative and quantitative research in B2B and B2C environments. She leads cross-functional teams and drives actionable business recommendations for improved customer experience and increased revenue, ensuring insights discovered are taken to action. She has also co-authored the book "Customer Experience", writing the chapter "Building a Best-in-Class Voice of the Customer Program".

LinkedIn: <https://www.linkedin.com/in/megan-germann/>



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100 Global CX Thought Leaders of 2021

Michael Pace

Customer Service Thought Leader, Director of
Global Member Services at Virgin Pulse

Region: U.S.A



Striving to build amazing experiences resulting in worldwide leading CX scoring, Net Promoter Scores, Customer Satisfaction, and company profitability, Michael Pace is a Customer Service Executive with a proven record of creating and motivating high performing teams to exceed both personal and organizational objectives. He is the Director of Global Member Services at Virgin Pulse, Principal at The Pace of Service, and President at NECCF. He has worked across multiple industries and also has been listed as one of the most influential customer service leaders by the Huffington Post.

LinkedIn: <https://www.linkedin.com/in/pacemichael/>



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100 Global CX Thought Leaders of 2021

Micheleigh Perez

Au.D., CCXP

Region: U.S.A



Micheleigh is a certified customer experience architect (CCXP), sales/marketer, Agilist (CSM, CSPO, ICP-MKG, ICP-BAF), and healthcare provider (Audiologist, Au.D.). She loves solving problems that impact customer/employee churn and creating experiences so valuable, easy, or remarkable that they attract new customers. She is also the founder of the Agile Marketing Professionals “AMP-Nashville” Meetup group and is currently wrapping up Bridging the Gap’s business analysis training program.

LinkedIn: <https://www.linkedin.com/in/micheleleighbperez/>



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100 Global CX Thought Leaders of 2021

Michael Hinshaw

Customer Experience Executive, Advisor and Strategist: Digital, Customer-Centric Innovation, Design and Transformation

Region: U.S.A



Recognized as a Digital Customer Strategist and Customer Experience Innovator by ALM Intelligence, Forrester Research, and others, Michael Hinshaw has been published and quoted in dozens of publications ranging from Harvard Business Review and Fast Company to American Executive and Time. He is also recognized on multiple “Top Global CX Influencers” lists such as Top 20 Customer Experience Leaders to Follow, Top 25 Customer Service Influencers, Top Customer Experience Influencers, and many others. As a consultant to senior management, he helps clients integrate digital and customer-centric innovation to improve business performance, by transforming how they interact with customers.

LinkedIn: <https://www.linkedin.com/in/mhinshaw/>



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100 Global CX Thought Leaders of 2021

Micah Soloman

Customer Service Consultant, CX, Training Design, Forbes Senior Contributor

Region: U.S.A



Micah Solomon is a customer service consultant, customer service speaker, keynote speaker, author, Senior Contributor to Forbes.com, customer experience consultant, and influencer on customer service, customer experience, and corporate culture. He is the bestselling author of four books. He was also named the “New Guru of Customer Service Excellence” by The Financial Post.

LinkedIn: <https://www.linkedin.com/in/customerguru/>



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100 Global CX Thought Leaders of 2021

Miles. C Thomas

Global customer service leader, Contributing author CX3 , Top 20 CX Influencer 2021. Founder Humanized CX & CX Wales

Region: U.K



A CX influencer and certified Customer Experience Management professional, Miles C. Thomas is the Head of Customer Service at the International Baccalaureate. In 2020, he participated in the CX World games which have brought together exceptional global CX talent to help good causes and organizations deal with the COVID-19 impact. In 2019, he founded HumanizedCX, a resource for SMEs to learn more about how they can implement CX initiatives. He was also a Judge at the UK CX Awards and was named in the top 25 CX leaders following being a finalist in the CX Impact awards 2018. He specializes in providing global operational and strategic leadership in customer service and customer experience within mission-driven, global, technical, and multilingual environments.

LinkedIn: <https://www.linkedin.com/in/milesct/>



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100 Global CX Thought Leaders of 2021

Mike Wittenstein

Virtual Speaker, Coach, Consultant, and Founder of Storyminers

Region: U.S.A



Mike Wittenstein has been helping leaders and their teams through times of immense change around customer experience for over three decades. He is the world's only working Speaker, Consultant, and Experience Designer to have earned the top designations in his

chosen fields (CSP, CMC, CCXP). Mike is the Founder and Managing Partner at Storyminers and helps companies to achieve higher operating results and profitable exits using Storyminers' unique combination of Story, Strategy, Experience Design, and Technology.

LinkedIn: <https://www.linkedin.com/in/mikewittenstein/>



President of Reflective Keynotes Inc, Mike Aoki has over 20 years of successful experience in customer service, sales, and management. He is a Trainer, Bestselling Author, and a Keynote Speaker. He has expertise in customer service and sales and has been interviewed by the Globe and Mail, Contact Centre Pipeline magazine, and the Customer Experience Radio Show. He is a GTACC Award winner and has been listed in the ICMI Top 50.

LinkedIn: <https://www.linkedin.com/in/mikeaoki/>



A Customer Experience Thought Leader and Influencer, Mila Widyani is a dynamic professional who strongly believes that CX is the key to driving a sustainable competitive advantage in today's economy. She has an accumulative experience of 16 years in the Audit

and Banking industry. Previously she has worked in senior roles at Citi, Royal Bank of Scotland, ABN AMRO Bank, and EY and now she is heading Customer Experience at CIMB Niaga.

LinkedIn: <https://www.linkedin.com/in/mila-widyani-8aa5654b/>



Mohamad El-Hinnawi is a globally recognized and peer endorsed Customer and Digital Experience expert focusing on research, development, training, and delivery of Customer Experience Strategies, Digital Transformation Strategies, Voice of Customer programs, Customer Journey Mapping. He possesses more than 15 years of experience in leading cross-functional corporate and consulting roles with organizations in the United States, Saudi Arabia, UAE, Oman, Kuwait, Lebanon, Turkey, Egypt, and Sudan, including industries like Telecom, Banking and Financial Services, Public Sector, Real Estate, Pharmaceutical, Retail.

He is also one of ten globally Authorized Resource and Training (ART) providers for Certified Customer Experience Professionals (CCXP).

LinkedIn: <https://www.linkedin.com/in/mohamadhinnawi/>



Mohammed Al Dossary is a highly professional customer experience executive with over 18 years of experience in Customer Care Management, Marketing, Strategic Planning, and Customer Experience. Currently the head of CX at Arab National Bank, he also worked as CX head at Riyadh Bank and Al Rajhi Takaful. As a CX leader, he is responsible for identifying customer needs, implementing customer satisfaction strategies, measuring CX and loyalty levels.

LinkedIn: <https://www.linkedin.com/in/mdosary/>



Mohammed Aldossary is a reliable and dependable Customer Experience professional with experience over 20 years across designing, implementing, and enforcing protocols to improve customer and employee experience and therefore improving customer and employee loyalty. He is SVP, Head of CX at Riyadh Bank and he has worked with various government agencies in KSA, including the Ministry of Finance.

LinkedIn: <https://www.linkedin.com/in/mohammed-aldossary-2b73315/>



Mohammad Al-Shaikh is a highly experienced executive with strong leadership and management abilities. He is carrying notable strong commercial and business experience spanning more than 19 years in; Customer Experience, Marketing, Strategy, Propositions/Product development, processes re-engineering, Sales, Sales Support, Training, Project Management and Customer Care.

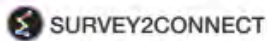
Having worked with Telecom operators & the financial sector across a wide spectrum of solutions and propositions; broadband, fixed and mobile, incumbents and new entrants/startups, Mohammad demonstrates a strong capacity to fully understand business needs, and objectives, identify challenges and opportunities, develop cost-effective solutions, and set plans to boost the competitive edge in a way that increases revenues and enhances customers' experience.

LinkedIn: <https://www.linkedin.com/in/telecomepro/>



Muhammad is a Certified Property Manager, customer-centric and resourceful leader with 13 years of diverse expertise in the real estate industry spanning across all Commercial, Residential & Retail assets in the United Arab Emirates (UAE). He is a zestful, an efficient multi-tasker with an appetite for change and a catalyst for the challenge. He is also a Certified Community Manager, CMCA, APC Candidate to become an RICS member and an elected member of the Governing Council at the Institute of Real Estate Management (IREM), USA.

LinkedIn: <https://www.linkedin.com/in/muhammad-jawadurrehman-cpm%C2%AE-27b03b17/>



100 Global CX Thought Leaders of 2021

Naeem Arif

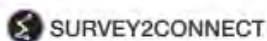
The CustomerFirst Enabler, 6x Bestselling Author,
CCXP

Region: U.K



Naeem is a multi-award-winning Entrepreneur and Management Consultant, known as the Customer First Enabler. With over 27 yrs of experience as a Management Consultant and Business Owner, he has knowledge and experience in Business Transformation, Customer Experience, and Retail/Hospitality. Naeem has been regularly featured in magazines such as Retail Gazette, Modern Retail, and Customer Experience Magazine, as well as recently being interviewed by the Wall Street Journal. He is also the proud author of 6 best-selling books, recent titles include 'Customer First' and 'Customer Experience', previous titles included SAP Configuration & Design.

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100 Global CX Thought Leaders of 2021

Naima Mwina Mwawasi

Member of Women in CX, Founder, and MD -
Content CX Consulting Ltd

Region: Kenya



Naima is a versed experience in Customer Experience implementation strategies, Customer Experience Management (CXM), leadership management, problem resolution, decision-making skills as well as Monitoring and Evaluation of operational performance and initiating actions to strengthen results. As a Customer Experience Professional, she has worked with different organizations across different sectors to improve their business transformation in the ethos of Customer Experience.

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100 Global CX Thought Leaders of 2021

Nancy Porte
CCXP, VP, & Global Customer Experience Leader

Region: U.S.A



Nancy Porte has spent almost a decade as the VP of Global Customer Experience at Verint where she has established the vision, strategy, governance, and operational plan for Customer Experience, Voice of the Customer programs while transforming the organization and increasing satisfaction, and loyalty through differentiated customer experience. She is also a Certified Customer Experience Professional (CCXP) and Executive Leader experienced in building corporate revenue through a loyal and referenceable customer base.

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100 Global CX Thought Leaders of 2021

Nagarajan Rajasekaran
Director, Consumer Insights at 4sight Research & Analytics

Region: U.A.E



Nagarajan is deeply passionate about the world of consumer research and customer experience management. Nagarajan has always approached consumer insights from a technology perspective. It started with mastering Excel VBA macro programming to automate redundant manual tasks. Then his quest drove him to master advanced data analytics in Python and R to become a better hands-on researcher. The knowledge of data analytics gave him the advantage of looking at data from different angles to keep the research results consistent and relevant to the client's business goals.

He enjoys getting out of his comfort zone and exploring new things in life. He believes in lifelong learning and is always on the lookout to learn new things. He specializes in designing digital CX programs, creating customer communities, segmentation research, UX research, and analyzing consumer buying behavior using point-of-sale data.

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100 Global CX Thought Leaders of 2021

Nate Brown
Customer Experience Speaker & Trainer

Region: U.S.A



Head of Customer Experience for UL EHS, Co-Founder of CX Accelerator, and CEO of Officium Labs, Nate Brown is an ICMI Top 50 Thought Leader. He is a Customer Experience Blogger and Speaker and offers expertise in customer journey mapping, a voice of the customer programs, survey process and analysis, employee engagement, and others.

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100 Global CX Thought Leaders of 2021

Nathan Farmer
Partner - One Picture

Region: U.S.A



Nathan is a qualitative research expert and trusted advisor, leading a great team of talented researchers from Big Picture. His deep thinking, high-quality outputs, presentation skills and likeability means he commands an enormous amount of respect around the business. Nathan has that rare gift of being able to dive deeper with customers/consumers to uncover the true problem and opportunity insights.

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100 Global CX Thought Leaders of 2021

Olga Budieri
CCXP, MBA, Global Head of Customer Experience

Region: Jordan



Olga Budieri is the Global Head of Customer Experience at Dubai-based international courier, transportation and logistics services company Aramex International. Olga has over 12 years of experience in logistics, which has equipped her with a laser focus on customer expectations, needs and experience landscape. In 2020, she founded her own training initiative, Customer Experience by Olga, with which she is “on a mission to ignite the passion for Customer Experience in the Arab region”.

Olga is highly experienced in enterprise-level experience transformation programs, change management, experience design, the voice of the customer, journey management & orchestration, and strategic planning to uplift B2B and B2C experience programs.

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SURVEY2CONNECT
100 Global CX Thought Leaders of 2021

Olga Potaptseva
CCXP, Top 25 CX Influencer, CX Coach, Consultant, Best-selling author and Speaker

Region: U.K



Olga has lived in 5 countries and, with her 20 years of professional experience in CX, has been named amongst the Top 150 CX Professionals globally. She has managed, consulted, and mentored leading organizations and individuals around the world across industry

verticals like Insurance, Telco, Banking, Hospitality, Retail, and others. She promotes CX best practice creation and sharing through her role as the Executive Director at the Customer Institute, a Judge at the CX Awards, an author, and a speaker.

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Piyali is the senior VP and head of CX Practice at Hansa Research Group, a global market research agency headquartered in India. Pioneers in world-class technology usage on data collection and authenticity. Prior to that, Piyali was Executive Vice President, CX Domain expert – South Asia at Kantar. She has 16 years of experience in market research and customer engagement & experience consulting across sectors notably, BFSI, e-commerce, durables, telecom, retail, real estate, petroleum, auto, FMCG, telecom, manufacturing among others.

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Praveen has over 23 years of experience with core expertise in Customer Experience (CX), Market Research. He has significant experience in providing strategic consulting to large organizations across sectors and has been instrumental in setting up CX strategies for

several large organizations. He is the CEO of Hansa Research Group Pvt Ltd. He was awarded '50 Most Impactful Customer Experience Professional' and is the 'Ambassador' for Gulf Customer Experience Awards, Dubai.

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Rajat Chawla is Asia's First Certified Customer Experience Mentor, Author of the 'Customer Experience Design' Book, and Founder of Koyopo. He believes it is his mission to help individuals and organizations accelerate their growth through great customer experience and higher self-awareness. He facilitates employee and customer experience transformations using globally proven, award-winning frameworks.

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Rayan is a leader who believes in Person-Centered Care, driving sustainable impact through envision, empowering, and engagement. Chief Experience Officer at Saudi German Health, Rayan's experience includes working with Bupa Arabia, Ritix Group, Elixir Business Consultancy. As an independent consultant, he has helped the private sector (SMEs), and NGOs succeed via Marketing & business development and CSR services.

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100 Global CX Thought Leaders of 2021

Stefan Osthaus
Customer & Employee Experience Expert, Keynote
Speaker, Author, Lecturer
Region: Germany





Stefan has been a leader in Fortune 500 companies for more than 15 years. He has held global responsibility for the customer experience of tens of millions of customers as well as the employee experience of thousands of employees. He is the President and Founder of The Customer Institute which focuses on certifying the degree of customer centricity of organizations around the world. He is also the Founder and MD of experience5 GmbH.

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