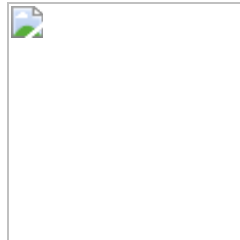


# Inspiring Speakers and World-Renowned Brands to Take the Stage at Medallia Experience '25

[businesswire.com/news/home/20250114245736/en/Inspiring-Speakers-and-World-Renowned-Brands-to-Take-the-Stage-at-Medallia-Experience-'25](https://www.businesswire.com/news/home/20250114245736/en/Inspiring-Speakers-and-World-Renowned-Brands-to-Take-the-Stage-at-Medallia-Experience-'25)

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PLEASANTON, Calif.--(BUSINESS WIRE)--Medallia, Inc., the global leader in customer and employee experience, today announced several significant updates for Experience '25. Will Guidara, the New York Times bestselling author, world-renowned restaurateur, and co-producer of Emmy Award-winning series *The Bear*, will headline the industry-leading global event returning to Wynn Las Vegas from March 24-26, 2025. Guidara will be joined by an exceptional lineup of speakers on the main stage, including brand-leadership expert Denise Lee Yohn, the creator of Net Promoter System<sup>SM</sup> (NPS<sup>®</sup>) Fred Reichheld, New York Times and Wall Street Journal bestselling author Shep Hyken, customer experience trend shaper Jeannie Walters, and world-leading brands. Medallia CEO Mark Bishof will kick off the event Tuesday morning with Medallia Chief Strategy Officer Sid Banerjee and share their vision for Medallia and the future of experience management.

“From Will Guidara’s story of turning ordinary transactions into extraordinary experiences, to hands-on product demonstrations, Experience will inspire organizations to excel and deliver on their promises to their customers and employees”

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Guidara is best known for *Unreasonable Hospitality*, his bestselling book and the concept he developed as former co-owner of Eleven Madison Park, a recipient of four stars from the New York Times, three Michelin stars, and the #1 rating on the list of the World’s 50 Best Restaurants in 2017. His ‘unreasonable hospitality’ approach helped inspire season three of *The Bear*, the Emmy Award-winning show Guidara co-produced, and has become an inspiration for organizations across industries looking to transform the experiences they deliver.

“From Will Guidara’s story of turning ordinary transactions into extraordinary experiences, to hands-on product demonstrations, Experience will inspire organizations to excel and deliver on their promises to their customers and employees,” said Mark Bishof, CEO at Medallia.

“The entire agenda has been thoughtfully designed for our clients to highlight their remarkable achievements and to provide every attendee the opportunity to learn from exceptional brands, witness groundbreaking innovations, and network with like-minded peers. I can’t wait to meet all our customers there and to share our vision for the future.”

Attendees will also have the opportunity to choose from more than 50 sessions covering topics like Analytics and AI, CX Best Practices, Digital and Omnichannel, Employee Experience, Executive Engagement and ROI, Frontline Empowerment, and Market Research. Experience leaders and practitioners from world-renowned brands will share the impact they are driving in their organizations with the help of Medallia, including those from:

- AdventHealth
- Canadian Imperial Bank of Commerce
- CVS Health
- DHL Supply Chain
- DICK’S Sporting Goods
- Floor and Decor
- HSBC
- Holiday Inn Club Vacations
- Hyatt Hotels
- IHG Hotels
- Mayo Clinic
- McKesson
- MetLife
- Nordstrom
- Pacific Life
- Pfizer
- Prudential
- Sandals Resorts International
- SeatGeek
- The Cheesecake Factory
- UAB Health
- U-Haul
- Vanguard
- Walmart Mexico
- Xcel Energy

Beyond the content, attendees will have the chance to connect, listen, and learn from peers in a variety of networking opportunities throughout Experience ‘25. Before the opening reception at 5 p.m. on Monday, March 24, attendees can sign up for several pre-event sessions, including:

In-person training and certification courses customers can sign up for, ranging from an all-day Admin Certification program to half-day and two-hour power sessions on topics like Medallia Experience Cloud, Medallia Agile Research, and more.

The Medallia Partner Summit will feature partner program updates and exclusive content for Medallia Technology and Services Partners. Throughout the event, Experience attendees will also have access to several partner-led sessions and activations from partners like KPMG, Ipsos, SMT, and DecisionWise.

The Medallia User Group (MUG) will host a dynamic meetup for current Medallia customers. They can discuss the latest customer and employee experience trends with industry peers, share best practices, tackle the hottest topics shaping the field, and build meaningful, lasting connections.

For more information about Experience '25 or to register to attend, visit our site at: <https://www.medallia.com/experience/>

## **About Medallia**

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit [www.medallia.com](http://www.medallia.com).

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