



Jeanne Bliss

Jeanne Bliss pioneered the Chief Customer Officer position, holding the role for over twenty years reporting to the Chief Executive Officer at Lands' End, Allstate, Coldwell Banker, Mazda and Microsoft Corporations, where she moved the customer to the strategic agenda, redirecting priorities to create transformational changes to each brands' customer experience. She has driven achievement of 95 percent loyalty rates, improving customer experiences across 50,000-person organizations. Since 2002 Jeanne's led CustomerBliss, a preeminent customer experience consultancy guiding companies to achieve customer-driven growth.

Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and develop customer experience practitioners. Her best-selling books are Chief Customer Officer: Getting Past Lip Service to Passionate Action (2006), and I Love You More than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad (2011). She is a worldwide keynote speaker sought frequently by major media for her point of view.