



Digital First

CUSTOMER EXPERIENCE

JOE WHEELER

Founder & CEO
CX/Digital
Keynote Speaker, Author & Consultant

Short Bio

Joe Wheeler is a bestselling author, speaker, and consultant. He is the CEO of CX/Digital and the author of three best-selling books on the topics of customer experience, digital leadership and corporate culture. His latest book, *The Digital-First Customer Experience* will be released in July of 2023 and describes the design strategies of leading brands including Nike, Amazon, CEMEX, Starbucks and others. He has held executive roles at Bank of America, The Forum Corporation and earned an MBA from Edinburgh Business School.

Why Joe Wheeler?

Timely and Relevant

Joe goes beyond the obvious principles of ‘customer delight’ and ‘engaged employees’, digging deeper into the critical competencies required to truly outperform competitors in the coming years, as digital ecosystems become the new competitive landscape, leveling the playing field in virtually every industry.

Engaging and Inspiring

His client testimonials tell the story. From 50 to 5,000 participants, Joe delivers an experience that invites the whole audience—from the front row to the back row—to join him on a journey into what’s possible.

“**Joe brings a complete mastery of customer experience management concepts. His passion and knowledge about delivering compelling and remarkable customer experiences was the perfect tone for our opening keynote.**

Jack Mackey, Service Management Group

Powerful Outcomes

What matters isn’t what’s said, it is what happens as a result. Participants leave, armed with new tools and concepts for how to accelerate their performance, both individually and as an organization—renewed and re-focused on achieving their mission in new ways, with greater confidence and inspired, shared commitment.



Digital First

CUSTOMER EXPERIENCE

JOE WHEELER

Founder & CEO
CX/Digital
Keynote Speaker, Author &
Consultant

Long Bio

Joe Wheeler is an internationally recognized best-selling author, speaker, and consultant. He is the CEO of CX/Digital a subsidiary of The Service Profit Chain Institute (SPCI), a Boston-based consulting firm he co-founded with Professors Len Schlesinger, James Heskett and W. Earl Sasser of the Harvard Business School. In 2002, he and Shaun Smith co-authored the best-seller: *Managing the Customer Experience*. He followed it up in 2008 with *The Ownership Quotient*, co-authored with James Heskett and Earl Sasser, Jr.

His latest book, *The Digital-First Customer Experience* will be released in July of 2023, and describes the design strategies of leading brands including Nike, Amazon, CEMEX, Starbucks and others.

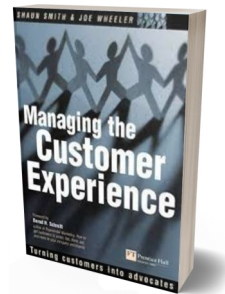
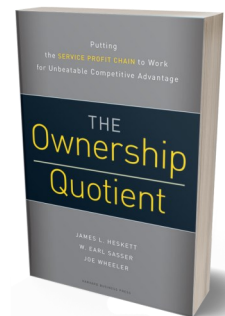
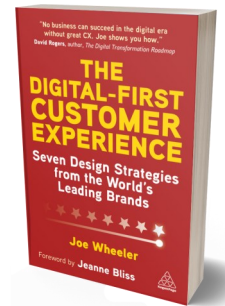
Mr. Wheeler has delivered keynotes to clients and at conferences around the world on topics including, customer experience, digital leadership and corporate culture.

Joe has worked with AT&T, Bank of America, Build-A-Bear Workshop, Digital Realty, Equinix, GoDaddy, Humana, Irving Oil, Maersk, NetOne, Panera Bread, World Fuel Services and many more.

He is also the Founder and Chairman of Bluemvmt, a company with a mission to protect, restore and harness ocean resources for both commercial and conservation outcomes.

Prior to co-founding The Service Profit Chain Institute, he held executive roles at Bank of America, The Forum Corporation and earned an MBA from Edinburgh Business School.

He lives in both Massachusetts and Nova Scotia when he is not on his way to or from a client event.



Clients



Humana



AT&T

Panera
BREAD®

NetOne

www.joewheeler.co
 1.908.334.7211

 tom@brightsightspeakers.com
 Joe
Wheeler