
Kerry Bodine

Author & Customer Experience Expert

Kerry is a warm, engaging, and energetic keynote speaker. As co-author of *Outside In: The Power of Putting Customers at the Center of Your Business*, Kerry helps business leaders understand the financial benefits of great customer experiences—and how their organizations must change in order to deliver them.



KERRY'S AREAS OF EXPERTISE

✓ THE BUSINESS VALUE OF CX

Why has customer experience become a top strategic imperative for today's leading executives and brands?

✓ THE FUTURE OF CX

How will brands' relationships with consumers change over the next decade—and what can you do now to prepare?

✓ MAPPING THE CUSTOMER JOURNEY

How can you visualize your customers' pain points—and create empathy to drive organizational alignment?

✓ B2C CUSTOMER EXPERIENCE

What trends can business-to-consumer companies leverage to increase customer engagement and loyalty?

✓ MAKING PROMISES, KEEPING PROMISES

How can your customer experience deliver on the explicit and implicit expectations set by your brand and marketing communications?

✓ DESIGNING INNOVATIVE EXPERIENCES

What new ways of thinking and working will help you intentionally create the experiences your customers truly want and need?

✓ DATA-DRIVEN EXPERIENCES

How can you combine the right types of data—at the right time—to deliver remarkable customer experiences?

✓ B2B CUSTOMER EXPERIENCE

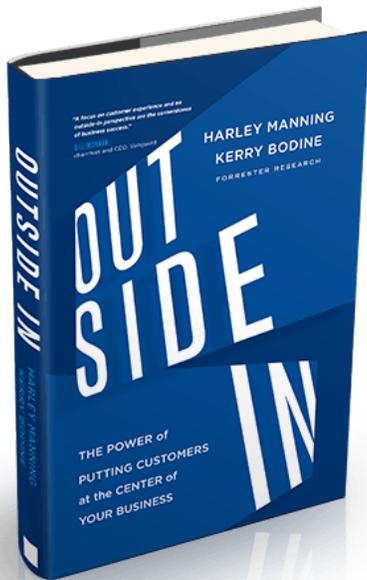
What are the unique challenges that business-to-business companies face when improving the customer experience?



WHY KERRY?

Kerry Bodine believes that happy customers lead to happy shareholders. With expertise in human-centered design, journey mapping, marketing, and branding, she founded the customer experience consultancy Kerry Bodine & Co. in 2014. Her consultancy works with executives to co-create innovative products, services, and experiences that can define their company's future. Her book, *Outside In: The Power of Putting Customers at the Center of Your Business*, helps business leaders understand the financial benefits of great customer experiences — and how their organizations must change in order to deliver them.

Kerry spent seven years with the customer experience practice at Forrester Research. As vice president and principal analyst, she led Forrester's research on customer experience design and innovation. She was also the creative force behind the customer experience ecosystem, a framework that helps companies diagnose and fix customer problems at their roots.



Kerry holds a master's degree in human-computer interaction from Carnegie Mellon University, and has managed consumer research teams, designed interfaces for wearable devices and robots, and developed a 1995 Web-based social shopping prototype for AT&T Bell Labs.

Kerry's ideas, analysis, and opinions have appeared on sites like *The Wall Street Journal*, *Harvard Business Review*, *Fast Company*, *Forbes*, *USA Today*, and *Advertising Age*. She is a frequent keynote speaker at conferences and private corporate events around the world.

"This eye-opener gives you a comprehensive, need-to-know look at how smart companies achieve sustainable success in dealing with customers. Hint: It involves the entire organization, not just those on the "front lines." The GPS-like guidance provided here is invaluable.

STEVE FORBES, Chairman and Editor-in-Chief, *Forbes*

Kerry works methodically to understand audience characteristics to make her presentations address the needs of both senior-level and international attendees. I hired Kerry to present on the main stage and at smaller, private speaking events — each of which has resulted in great audience feedback and results.

KEITH PIERCE, Vice President, Product Marketing,
Service Cloud at Salesforce



**KERRY HAS GIVEN OVER 150 TALKS IN MORE THAN 50 CITIES
IN 20 COUNTRIES ON 5 CONTINENTS**

READ KERRY'S IDEAS AND OPINIONS IN

Forbes

BusinessWeek

The Economist

THE WALL STREET JOURNAL

Harvard Business Review

USA TODAY

FASTCOMPANY

KERRY'S SPEAKING CLIENTS INCLUDE

Adobe

CISCO

COMCAST

Confirmit

GE Capital

Genesys

jiffylube

THE LEADING HOTELS OF THE WORLD

LogMeIn

MOZ

pure INSURANCE

qualtrics

Sabre

salesforce

Sydney WATER

TOTANGO