



## Shaun Smith

*A Leading Expert on Customer Experience*

Shaun has been a catalyst in expanding management focus from the tactical issues of customer service to the wider issues of customer experience. Shaun now runs his own customer experience consultancy, Smith+Co, which is firmly rooted in the 'keep it simple' ethos.

Over the last 25 years, Shaun has built up a wealth of practical experience with organisations throughout Europe, Asia Pacific and the US, working with senior executive teams on key issues such as brand strategy and implementation, leadership, customer experience and organisational alignment.

Shaun began his career in the airline industry, where he became Head of Customer Service, Sales and Marketing Training worldwide for British Airways' highly acclaimed 'Putting People First' service and culture change programme.

During this time he launched a British Airways subsidiary company offering training services to the travel trade. Shaun has appeared on the *Ask the Expert* programme on CNBC and was also recently voted one of the top business speakers in the UK.

Shaun is an inspirational speaker, he doesn't talk paradigms, complex methodologies or seven magic bullets; instead his approach is refreshingly straightforward, always pragmatic and at times, controversial.

### TOPICS

- Brand Leadership and Differentiation
- The Alignment of Marketing Customer Service and HR to Create Customer-Focused Change
- Motivating and Training Employees to Deliver the Brand

### PUBLICATIONS

- *See, Feel, Think,*
- *Uncommon Practice*
- *Managing the Customer Experience*