

Jeanne Bliss
Customer Zealot!
President
CustomerBLISS

www.customerbliss.com

Jeanne Bliss' experience spans 5 industries and 25-years inside corporations as the leader for driving the customer effort across the business. For Lands' End, she reported to the Executive Committee as their leader for the Lands' End customer experience. Jeanne was Senior Vice President of Franchise Services for Coldwell Banker Corporation. At Allstate Corporation, she served as their Officer for Customer Satisfaction and Retention. She served Microsoft Corporation as their General Manager of Worldwide Customer and Partner Loyalty. At Mazda Corporation, Ms. Bliss initiated the brands' loyalty work, integrating their databases into the brands' first approach to relationship development.

Jeanne is now president of CustomerBLISS, where she is a worldwide keynote speaker and coach for leaders and businesses working to put the customer at the center of their business.

Her two best-selling books are "Chief Customer Officer: Getting Past Lip Service to Passionate Action" and "I Love You More than My Dog: Five Decisions that Drive extreme Customer Loyalty in Good Times and Bad."

She is the co-founder of the Customer Experience Professionals Association – a worldwide organization established to establish clarity and to elevate the important work of delivering "one company" customer experiences to customers.