

## **Jeanne Bliss,** **Senior Associate**

Jeanne is not an evangelist or observer of companies. She's been inside them for twenty-five years arm wrestling them on behalf of their customers! As "Chief Customer Zealot" for five US market leaders; Jeanne's fought valiantly to get the customer on the strategic agenda; redirecting priorities and creating transformational changes to the brands' customer experience. She has driven achievement of 95% loyalty rates, changing customer experiences across 50,000 person organizations...convincing even the staunchest curmudgeons to help push the customer rock up the hill.

Jeanne has been at the apex of remarkable customer creations, and has driven achievements inside large corporate machines. Jeanne developed her passion for the customer at Lands' End, Inc. where she reported to the company's Founder and Executive Committee as leader for the Lands' End Customer Experience. She was Senior Vice President of Franchise Services for Coldwell Banker Corporation. Jeanne served Allstate Corporation as their Chief Officer of Customer Satisfaction & Retention. She was Microsoft Corporation's General Manager of Worldwide Customer & Partner Loyalty. At Mazda Motor of America she initiated the brands' retention effort as Senior Manager, Customer Satisfaction. Jeanne is now President of Customer Crusaders, Inc., where she coaches leaders on how to wrap their company's focus around customer profits. She is a world-wide keynote speaker on sustaining the energy and effort to keep pushing that customer rock up the hill. Jeanne's book, entitled: CHIEF CUSTOMER OFFICER, *Getting Past Lip Service to Passionate Action* will be published by Jossey Bass in March, 2006.