

Joe Wheeler,
Executive Director,
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Joe Wheeler is the Executive Director of *The Service Profit Chain Institute*, a Boston-based consulting firm dedicated to helping companies achieve better performance by improving the linkage between employees, customers and profits. *The Service Profit Chain Institute* was founded by Mr. Wheeler and Professors James Heskett and W. Earl Sasser of the Harvard Business School, to partner with companies to bring the concepts associated with *The Service Profit Chain*® to life in their own organizations.

Prior to launching *The Service Profit Chain Institute*, Mr. Wheeler was the Managing Director of Customer Experience for FleetBoston Financial/Bank of America where he was responsible for Customer Experience, Quality and Productivity. Prior to this, he was an Executive Vice President with The Forum Corporation where he managed the firm's Customer Experience Consulting Practice and co-authored a new book on the subject, *Managing the Customer Experience – Turning Customers into Advocates* (FT Prentice-Hall 2002). In his previous position he was responsible for global marketing and product development and prior to that, led the company's Canadian Division.

Mr. Wheeler's consulting experience includes implementation of Customer Experience, Service Management and Total Quality initiatives for many organizations including Kraft General Foods, Irving Oil Ltd, Fairmont Hotels and Resorts, Manulife Financial, Export Development Corporation, Sun Life of Canada, Canadian Imperial Bank of Commerce, Scotiabank, The Steak n Shake Company and CA (formerly Computer Associates).

Mr. Wheeler completed his Masters in Business Administration at the Edinburgh Business School and studied Arts and Science at the University of Toronto and Queen's University in Kingston