

# JON PICOULT – SPEAKER SNAPSHOT

## CUSTOMER EXPERIENCE & CUSTOMER-CENTRIC LEADERSHIP

“Stop Satisfying Your Customers – and Start *Impressing* Them”

### Why Jon?

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- **A loyalty and leadership expert.** Jon Picoult is masterful at helping companies impress their customers and inspire their employees, building loyalty in both the marketplace and the workplace. He is a noted authority on customer experience and customer-centric leadership.
- **A new and refreshing perspective.** Princeton-trained in Cognitive Science, Jon shuns well-worn sales and service soundbites in favor of fascinating psychology-based strategies (such as “memory sculpting”) that enhance how people perceive and recall their business interactions – thereby driving better conversion/retention rates, improved brand loyalty, and more profitable growth.
- **A source for captivating content.** Using eye-opening stories about loyalty-leading companies, Jon distills legendary firms’ secrets into *12 Principles* that can be applied by any organization, large or small. He also shows how those same principles can be applied by leaders to their very own workforce, helping to strengthen employee engagement and loyalty.
- **A trusted advisor to the Fortune 500 C-suite.** As founder of Watermark Consulting, Jon has personally advised the C-suite at some of the world’s top brands, including companies such as AT&T, Allstate, ADT, Becton Dickinson, New York Life, Waterworks, and MetLife.
- **A seasoned speaker.** Jon has headlined events across the globe, earning rave reviews from audiences large and small, spanning industries such as financial services, telecom, insurance, technology, biotech, healthcare, real estate, retail, construction, and manufacturing.
- **A recognized thought leader.** Jon’s insights have been featured by dozens of media outlets, including *The Wall Street Journal*, *The New York Times*, *Harvard Business Review*, *The Economist, Inc.*, and *Fortune*. His landmark study on the ROI of customer experience is one of the most widely cited pieces of research in the industry.
- **An acclaimed author.** Jon’s book – *From Impressed To Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans* – was featured in *The Wall Street Journal* as a top reading pick and has earned praise from legendary business leaders, including the co-founder of Ritz-Carlton Hotels.
- **An expert with unparalleled credibility.** Jon’s broad business background brings unique real-world credibility to his keynotes. In addition to being an entrepreneur, he’s also led sales, marketing, service, distribution and technology for Fortune 100 companies. Jon can truly relate to the opportunities and challenges facing nearly any audience.
- **A keen appreciation for “the day after.”** The most important day of any event is the day after it ends. Will people apply what they learned, or will they get distracted by the whirlwind of day-to-day business? Jon won’t leave your audience with platitudes – he’ll captivate them with actionable, customized advice that they can easily put to use back on the job.



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### Ideal Audiences

- **Business Executives, Business Owners & Entrepreneurs** who want to stand out from the crowd and create competitive advantage via the product and service experiences they offer.
- **Sales, Marketing & Customer Service Frontline Staff** who are looking for ways to convert more prospects, impress more customers, and elevate brand loyalty.
- **Organizational Leaders, Managers & Supervisors** who wish to strengthen employee engagement and create a workplace that fosters customer experience excellence.
- **Internal Support Staff (HR, IT, R&D, Finance, etc.)** who are focused on delivering a great internal customer experience to their colleagues and partner organizations.

### Video Clips



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### Rave Reviews

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Learn about raving fans from a speaker who has plenty of his own. Here’s a sampling of some of the impressions Jon’s keynotes and workshops have left on clients. (View more client testimonials [here](#).)

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“Jon was incredible! At our Leadership Conference, he spoke to our top 1,800 executives and had them absolutely mesmerized. Our CEO was so impressed by Jon’s keynote that he immediately arranged for everyone in the audience to get a copy of Jon’s book. **His talk was energetic, eye-opening, and eminently actionable. The impact Jon had on our organization cannot be overstated.**”

– Vice President of Global Events

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“Jon Picoult has been a cornerstone of our leadership development programs and one of our most highly rated and highly respected speakers. He does his homework to ensure he knows the audience and tailors the content to be fully relevant and insightful. The breadth and depth of the knowledge, perspective, and insight he brings has been invaluable to our leaders. **Jon is an impressive, inspiring, and engaging presenter... a true professional in every sense of the word.**”

– Executive Vice President

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“Jon’s keynote was world class. He provided clear, precise, relevant and actionable steps that our distributors can take to better serve our customers, all backed up with research, and delivered with illustrative and poignant stories. On top of this, Jon expertly tailored the message and takeaways to our industry, our audience, and our company’s strategy. **In my many years of attending and hosting large corporate events, I’ve never seen a keynote speaker with as much ‘meat on the bones.’**”

– Director of Marketing

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**“The standing ovation said it all! Jon’s keynote had our 1,000+ franchisees on their feet and motivated to take action.** The customer experience strategies he shared were fascinating, but what really set Jon apart was how skillfully he connected the dots for our audience, showing them exactly how to apply those strategies to their businesses. Jon’s keynote checked all the right boxes: It was engaging, customized, free of platitudes and full of actionable advice. If you’re looking for a speaker who will energize your audience around the power of customer experience, then Jon is the person you want onstage.”

– Vice President of Public Relations

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