



CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE™



LEAD *Boldly.* **BUILD** *Smart.*
SHAPE THE FUTURE.

MARCH 4-6, 2026 • THE DOWNRIGHT AUSTIN • AUSTIN, TX

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Your Next Chapter Starts Here

WELCOME & EVENT OVERVIEW



THE PACE OF
INNOVATION ISN'T
SLOWING DOWN,
AND NEITHER IS
your ambition.



At CCW Executive Exchange Austin, we go beyond the tech to explore what it truly takes to build future-ready organizations that balance intelligence with empathy.

This Exchange is your space to think boldly, challenge convention, and collaborate with peers who are leading the next chapter of customer and employee experience.

Here, conversations are deeper, ideas move faster, and every connection is intentional - designed to help you translate vision into measurable results.

Across the next three days, you'll engage with senior executives and thought leaders shaping how we lead, serve, and innovate in 2026 and beyond. Whether you're modernizing operations, scaling AI, or reimagining leadership, this is where clarity meets creativity - and where community turns ideas into action.

*Where Bright Minds Meet
Bold Ideas — Austin Awaits!*



Nicoletta Karpathios
Deputy Divisional Director, CMP Exchange
Customer Management Practice



I would recommend [CCW Executive Exchange] to anyone that is looking for collaborating, networking, and understanding the best technology that's out there."

*- Head of Customer Care Center, **Atlantic Union Bank***

WHY ATTEND?



MEANINGFUL NETWORKING & CURATED EXPERIENCES

Experience connection redefined. From immersive onsite activations to themed receptions and collaborative peer sessions, every moment is intentionally designed to spark genuine conversations and build lasting relationships with senior leaders across industries.



CONNECT WITH INDUSTRY TRAILBLAZERS

Join a powerful community of executives driving innovation across customer experience, operations, and digital transformation. Exchange ideas, share successes, and collaborate with peers shaping the next era of intelligent organizations.



PERSONALIZED SCHEDULE & PEER PAIRINGS

Your experience is built around your priorities. Enjoy a tailored schedule of 1:1 meetings and curated peer pairings designed to align with your goals and ensure every interaction delivers value.

RESERVE YOUR CURATED EXPERIENCE

WHO WILL YOU BE ATTENDING WITH?



At CCW Executive Exchange, we hand-pick each delegate to ensure an exclusive environment for high-level discussion and strategic insight. Attendees are carefully qualified based on seniority, strategic influence, and budget authority, guaranteeing an elite network of peers driving innovation in CX. Engage in meaningful, outcome-oriented discussions with top CX executives who share your challenges and priorities.

KEY QUALIFICATIONS



Active project requirements with solution needs



Directly controls or influences budgetary decisions



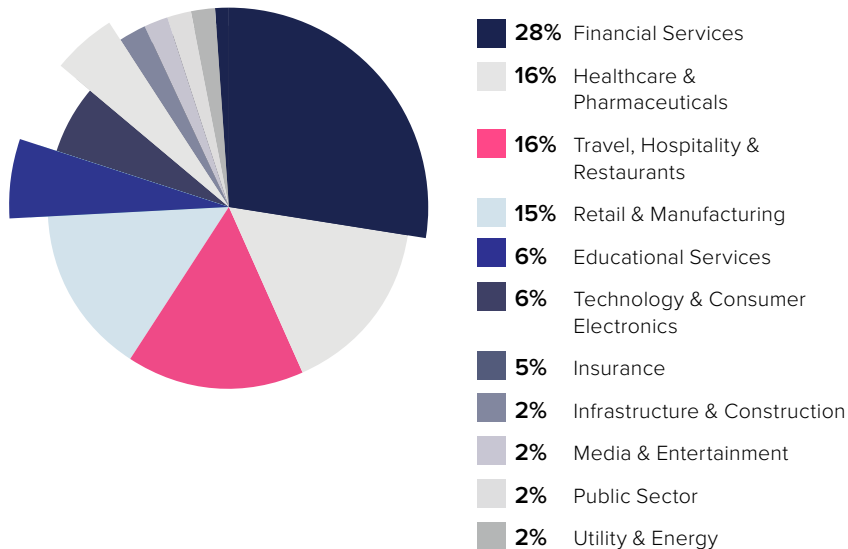
Directly controls or influences CX, customer contact operations strategy

Job Titles

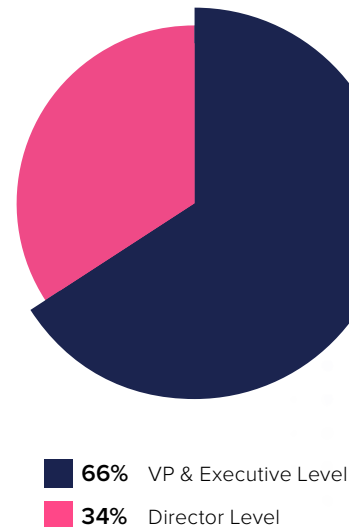
VPs & Heads of:

- Business Insights
- Call & Contact Centers
- Client Services
- Customer Care & Support
- Customer Engagement & Loyalty
- Customer Experience (CX)
- Customer Operations
- Customer Success
- Digital Strategy & Innovation
- Employee & Agent Engagement
- Field & Regional Operations
- Fraud & Compliance
- Learning, Training & Development
- Member Experience
- Omnichannel Strategy
- Operational Excellence & Transformation
- Quality Assurance
- Service Delivery
- User Experience (UX)
- Voice of Customer (VoC)
- Workforce Management

INDUSTRY*



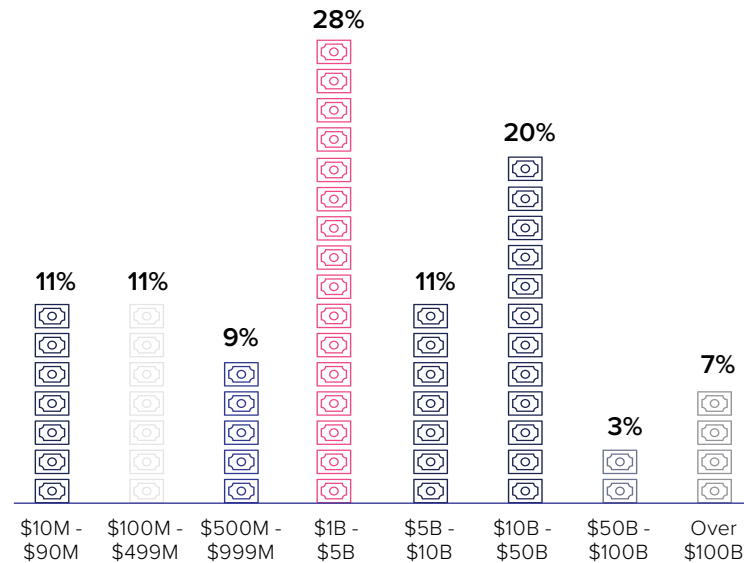
SENIORITY*



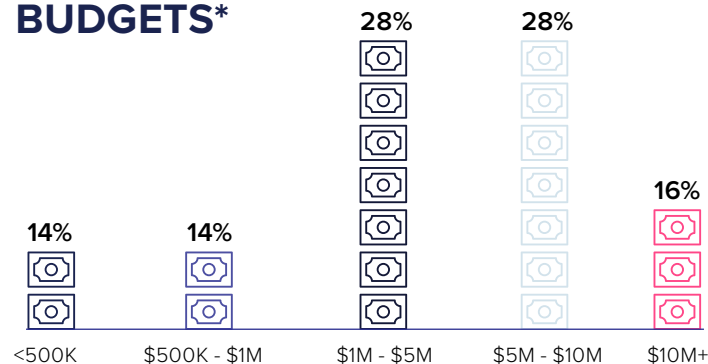
*data compiled from 2024 CCW Executive Exchange attendee profiles

AUDIENCE INVESTMENT LANDSCAPE

ANNUAL COMPANY REVENUE

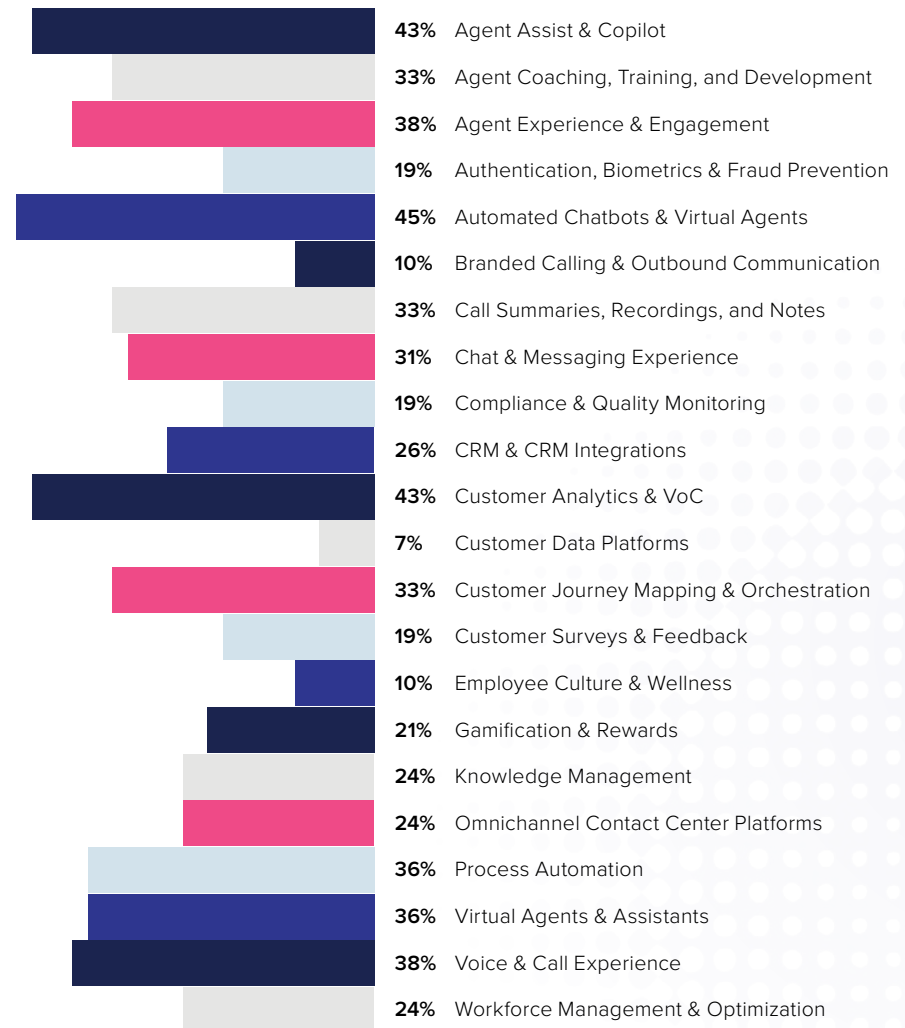


INVESTMENT BUDGETS*



*data compiled from 2024 CCW Executive Exchange attendee profiles

TOP INVESTMENT PRIORITIES IN 2025



PROGRAM THEMES



Each theme draws directly from executive insight, spotlighting where transformation breaks down - and how to clear the path forward.



Lead Boldly

Empower People to Drive Intelligent Growth

This theme explores how today's executives are empowering teams to harness AI, analytics, and innovation with purpose. Discover how bold decision-making, human insight, and digital fluency come together to elevate performance and shape resilient, future-ready organizations.



Build Smart

Transform with Purpose and Precision

This theme highlights how leaders are modernizing operations, breaking down silos, and turning disruption into sustainable growth. Learn how smart transformation strategies - powered by data, automation, and cross-functional collaboration - create agility, efficiency, and lasting business impact.



Shape the Future

Design Human-Centered Experiences for the AI Era

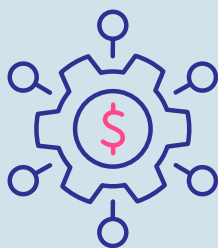
As technology evolves, connection remains the ultimate differentiator. This theme focuses on human-centered leadership — where empathy, authenticity, and inclusivity guide innovation. Explore how intentional design and culture-driven strategy help organizations build trust, inspire engagement, and create experiences that truly connect.



KEY PRIORITIES FOR 2025–2026



According to CMP Research's latest bench-marking report, these three priorities will shape customer operations and experience in the year ahead.



AUTOMATE MORE PROCESSES & CONTACTS

51% of executives cite fully automated, AI chatbots as a top technology investment area for 2025–2026. This signals a push to automate higher-volume contacts and routine processes at scale.



INCREASE CUSTOMER ADOPTION OF SELF-SERVICE

Among self-serve options, **41%** of customers would choose a self-service portal, while only **15%** prefer automated chat. Prioritize intuitive portals and route the right use cases to chat to meet preference and drive adoption.



IMPROVE CUSTOMER ANALYTICS & INSIGHTS

Almost half of CX tech decision-makers say it's hard to differentiate solutions, and **45%** spend more time than they'd like in demos—highlighting the need for clearer analytics and evidence of impact. Build reporting that shows what works (and what doesn't) to guide smarter decisions.

What's New This Year?

YOUR ONSITE EXPERIENCE, REIMAGINED



CONNECT FROM THE START

*Meet & Mingle Mixology +
Two-Step with a Twist*

Kick off the Exchange with a hands-on cocktail-making session led by expert mixologists, followed by live local music and a relaxed line-dancing experience.



EAT, PLAY & NETWORK

*Tacos on the Lawn +
Guac-Off Challenge*

Gather outdoors for an Austin-style taco moment as the sun sets, then bring the flavor in a playful guacamole showdown, giving you the chance to reign guac supreme.



RESET & RECHARGE

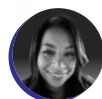
*Reset Lounge +
Immersive Sound Bath*

Hit pause and refuel throughout the event with a calming lounge featuring cozy seating, healthy snacks, hydration, and mindfulness cards. Then begin the final morning with a restorative sound bath to ground your energy and set the tone for a powerful close to the Exchange.

2025 CCW ADVISORY BOARD



Jenn MacIver Edwards
VP, Customer Experience
Five9



Shawn Alexander
VP, Consumer Customer Success
Operations
Verizon



DB Banerjee
VP, Strategic Segment
Observe.AI



Natalie Beckerman
EVP, Chief Business Officer
iQor



Colleen Beers
Former President, Global Head of
Trust & Safety
Alorica



Anastasia Bellos
SVP, Global Market Leader
Alorica



Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy



Darnell Brooks
Director, Operations Process
and Strategy
The Home Depot



Geoff Burbridge
Managing Vice President, Customer
Channels Horizontal Services
CapitalOne



Tyler Carpenter
Customer Service Officer
**DC Department of Employment
Services**



Cheryl China
SVP, Retail &
Citizens Access Servicing
Citizens Bank



Michelle Cooper
Chief Marketing Officer
NiCE



Brandon Darrington
VP for Internal Medicine, Executive
Administrator for Clinical Affairs
and Administration
Emory Healthcare



Shantanu Das
GM & Global Head of Customer
Service, Primary Sales and
Scam Prevention
Wayfair



Michael DeJager
Managing Director, Events
Customer Management Practice



Shikha Desai
VP, Operations, Student Resources
UnitedHealthcare



Wes Dudley
VP, Customer Experience
Broad River Retail



Lance Gruner
Former EVP, Global Customer Care
Mastercard



Jennifer Hanson
Director, Customer Experience
Andersen Windows



Jennifer Harrington
VP Marketing, Demand Generation
Genesys



Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC



Lydia James
Former AVP, Contact Center
Operations and Center of Excellence
Cox Automotive



Mark Killick
SVP, Experiential Operations
Shipt



Mario Matulich
President
Customer Management Practice



Adam McCreery
Director, CX
DraftKings, Inc.



Sean Minter
Founder and CEO
AmplifAI



Sam Nader
Senior Director Business
Transformation & Enablement
Target



Thomas Nusspickel
Former Chief Operating Officer
American First Finance



Anne Palmerine
VP, Customer Engagement and
Enrollment Services
UPMC Health Plan



Ricardo Parodi
VP, Customer Experience
Marriott



Amy Payne
VP, Global Customer, Partner &
Events Marketing
Talkdesk



Deana Perrin
Former Senior Director, Customer
Experience
Blue Shield of California



Becky Ploeger
Global Head of Reservations &
Customer Care
Hilton



Troy Shaffer
VP, Contact Center Operations
SCAN Health Plan



Gadi Shamia
CEO
Replicant



Robert Shoenfield
EVP of Licensing and Partnerships
Krisp



Mariano Tan
President & CEO
Prosodica



Vince Trotter
SVP, Client Success
National Debt Relief



Monica Vasquez
SVP, Director, Truist Care Center
Truist



Karen Vaughn
Senior Director, Consumer Care
Nike

MEET THE LEADERS TURNING VISION INTO ACTION



Vincent Trotter
Senior Vice President,
Client Services
National Debt Relief



Cynthia Ly
Senior Vice President, Digital Sales &
Service Delivery
First Citizens Bank



Matthew Eagens
System Vice President,
Support Services
Sutter Health



Senthil Muthusamy
Vice President, Digital,
Retail & Contact Center
Verizon



Stephanie Baldwin
Vice President, Operations
Hertz



Emily Cellar
Vice President,
IT Infrastructure & Security
iFIT



Mimi Munkwitz
Senior Director, Customer Experience
Strategy & Integration
Lowe's Home Improvement



Ankit Talwar
Product Management Director AI, Contact
Center and Customer Experience
Dell



Adam Hickman, Ph.D
Vice President, Org and Employee
Development
The Walt Disney Company



Rachel Switchenko
Vice President of Customer Service &
Underwriting
Plymouth Rock Assurance



Toolika Kapur
Vice President, Scaled Solutions,
Members & Customer Success
Linkedin

INTERESTED IN SPEAKING? *We'd love to hear from you.*

CONTACT US

DAY 1 | WEDNESDAY, MARCH 4, 2026



12:00 PM Check-In Opens

Get settled, grab a coffee, and start connecting with fellow attendees ahead of an inspiring few days in Austin.

12:30 PM Welcome Orientation

Join the CMP team for a quick orientation to the Exchange experience, including event highlights, meeting logistics, and networking tips to maximize your time onsite.

12:50 PM OPENING PANEL + | How Leaders are Rewriting the Rules of Transformation

As the pace of change accelerates, transformation can no longer rely on strategy alone. It demands influence, agility, and cultural alignment. This powerful opening conversation brings together forward-thinking leaders who are redefining what it means to lead transformation from within. Learn how they're breaking down silos, earning executive trust, and translating vision into enterprise-wide action to drive meaningful, measurable progress.

1:30 PM Welcome Brunch

2:30 PM Business Meeting Block

Each attendee receives a personalized meeting schedule tailored to their priorities and interests. You may have a business meeting during this time. Finalized schedules will be shared prior to arriving onsite.

Reset Lounge

No meeting? Recharge here: hydration, healthy snacks, stretch cards, and quiet corners—return clear, calm, and focused.

3:30 PM HEADLINER | Lead Intelligently: Building a Future-Ready Organization

Discover how a leading enterprise organization is preparing their people, data, and technology for scalable, ethical, and human-centered AI. Learn how to build confidence and capability across the workforce while driving measurable transformation outcomes.

4:00 PM Business Meeting Block

Each attendee receives a personalized meeting schedule tailored to their priorities and interests. You may have a business meeting during this time. Finalized schedules will be shared prior to arriving onsite.

Reset Lounge

No meeting? Recharge here: hydration, healthy snacks, stretch cards, and quiet corners—return clear, calm, and focused.

5:30 PM MEET & GREET WELCOME RECEPTION | Austin After Hours

Unwind and connect, Austin-style. Mingle with fellow executives over craft cocktails, local flavors, and live music that captures the city's creative energy. Whether you're swapping stories or enjoying the scenery, this laid-back evening sets the perfect tone for the days ahead.

DAY 2 | THURSDAY, MARCH 5, 2026



8:00 AM **Breakfast**

8:20 AM **Opening Remarks**

8:25 AM **HEADLINER | The New Equation: Data × Design × Decisioning**

Discover how a leading enterprise organization is preparing their people, data, and technology for scalable, ethical, and human-centered AI. Learn how to build confidence and capability across the workforce while driving measurable transformation outcomes.

8:50 AM **QUICKFIRE SPOTLIGHT | Innovation in Action: Real Outcomes from the Field**

Fast-paced, TED-style case studies from leading solution providers, each spotlighting measurable customer impact and lessons learned from real-world transformation.

9:30 AM **Comfort Break**

9:45 AM **Business Meeting Block**

Each attendee receives a personalized meeting schedule tailored to their priorities and interests. You may have a business meeting during this time. Finalized schedules will be shared prior to arriving onsite.

Reset Lounge

No meeting? Recharge here: hydration, healthy snacks, stretch cards, and quiet corners—return clear, calm, and focused.

11:15 AM **JOURNEY MAPPING SPRINT | Reinvent the Experience**

Collaborate with peers in an interactive, hands-on sprint designed to re-think the customer and employee journey. Each group will be given a realistic persona and challenge (such as navigating hybrid service models or bridging digital and human touchpoints). Together, you'll identify friction points, co-create bold yet practical solutions, and present your reimagined journey in a one-minute pitch. This session blends creativity with strategy, helping leaders uncover new ways to deliver seamless, meaningful experiences.

12:15 PM **Networking Lunch**

DAY 2 | THURSDAY, MARCH 5, 2026



1:15 PM

Cross-Industry Learning Labs - Pre-assigned mini groups based on priorities.

The facilitator will lead a group discussion while attendees workshop to solve a common challenge.

A

Operationalizing Data for Decision Velocity

How leaders are breaking silos and empowering teams to act on insights in real time.

B

Reskilling Humans for Intelligent Work

Evolving roles, redefining talent, and equipping employees to work alongside AI.

C

Doing More Without Losing Heart

Balancing lean operations with compassion and customer care.

D

Architecting Agile Operating Models

How enterprises manage modernization while minimizing disruption.

E

The Art of Leading Change

The psychology of influence and sustaining cultural transformation.

F

Measuring ROI Across CX and Tech Investments

Building enterprise metrics that connect transformation to business value.

2:15 PM

Biohack Break

Recharge your mind and body with healthy refreshments and energizing bites before diving back into our next round of meetings.

2:45 PM

Business Meeting Block

Each attendee receives a personalized meeting schedule tailored to their priorities and interests. You may have a business meeting during this time. Finalized schedules will be shared prior to arriving onsite.

Reset Lounge

No meeting? Recharge here: hydration, healthy snacks, stretch cards, and quiet corners—return clear, calm, and focused.

DAY 2 | THURSDAY, MARCH 5, 2026



4:15 PM

Comfort Break

4:30 PM

CCWOMEN PANEL | Rewriting the Leadership Playbook

Women leaders across industries share how they're driving innovation through empathy, inclusion, and authenticity. Leave inspired from the stories redefining what modern leadership looks like in the era of AI and agility.

5:00 PM

CMP RESEARCH CIRCLE | Pulse Insights

Join a forward-focused discussion with members of the CCW Advisory Board and fellow executives as they share fresh insights shaping the customer and employee experience landscape. Explore what's driving transformation today, and how leaders are translating change into measurable progress across their organizations.

5:30 PM

MAKERS & MIXERS | Hands-On Networking

Roll up your sleeves and meet through making. This elevated networking experience is designed to spark real connections. More details will unfold soon!



The value that I got from CCW Exchange far exceeded my expectations. Having discussions on current industry challenges and key metrics with presenters and peers was insightful. This was also my first experience with the one-on-one 'speed dating' Exchange format. From this, I gained valuable insights into customer service operations, BPOs, and technologies I'm eager to explore further with vendors to enhance service at eBay."

- Sr. Director, Customer Service Technology, **eBay**



DAY 3 | FRIDAY, MARCH 6, 2026



7:00 AM	CCWellness Sound Bath Experience Start your day with a rejuvenating self-guided meditation designed to clear the mind and set an energizing tone for the final day of the Exchange.	
8:00 AM	Breakfast	
8:20 AM	Opening Remarks	
8:25 AM	HEADLINER The New Equation: Data x Design x Decisioning Great decisions are where analytics and experience design meet. This headliner reveals how leading organizations fuse data (signals), design (human needs), and decisioning (operational moves) to turn insight into outcomes faster. Expect pragmatic frameworks, real-world examples, and a blueprint for raising decision velocity without sacrificing ethics or customer trust.	
8:50 AM	PANEL+ Journey > Channel: Rewriting Metrics & Incentives for 2026 Channel KPIs optimized the parts; journey outcomes optimize the whole. In this candid, cross-functional Panel+, leaders from finance, CX, ops, and digital share how they're retiring legacy metrics, aligning incentives, and adopting customer-journey measures that drive enterprise behavior - not just dashboards.	
9:30 AM	AM Break	
10:00 AM	Business Meeting Block Each attendee receives a personalized meeting schedule tailored to their priorities and interests. You may have a business meeting during this time. Finalized schedules will be shared prior to arriving onsite.	Group Think Agentic AI, Real Governance When AI can act - not just advise - governance must be lightweight, practical, and provable. This Think Tank gathers cross-functional leaders to design a governance loop that enables speed and safeguards: clear ownership, responsible data use, human-in-the-loop controls, and fast rollback paths when outcomes miss the mark.
11:00 AM	CCW DIGITAL STATE OF THE INDUSTRY Reinvention in Motion Close out the Exchange with a data-driven look at the state of customer experience and operational excellence. CCW Digital analysts unpack the most pressing trends, lessons, and success stories from across the Exchange, leaving you with actionable takeaways to guide your organization's next era of intelligent growth.	
12:00 PM	Exchange Concludes	

SOLUTIONS HUB



Skip the Vendor Noise—Streamline Your Efforts. Meet the Right Solutions, Tailored to Your Strategic Initiatives.



Meeting with vendors was a highlight—they were well-prepared and understood my business challenges, making our meetings more productive. The event's preparation really set the stage for meaningful, impactful conversations.”

- Senior Director, Global Support,
[LinkedIn](#)

Key Solution Areas



Agent Experience,
Training, and Engagement



Technology
and Automation



Security, Compliance,
and Optimization



Customer Interaction
and Communication



Customer Insights
and Analytics

[LEARN MORE](#)

VENUE & ACCOMMODATION



EXPERIENCE ELEVATED AUSTIN HOSPITALITY

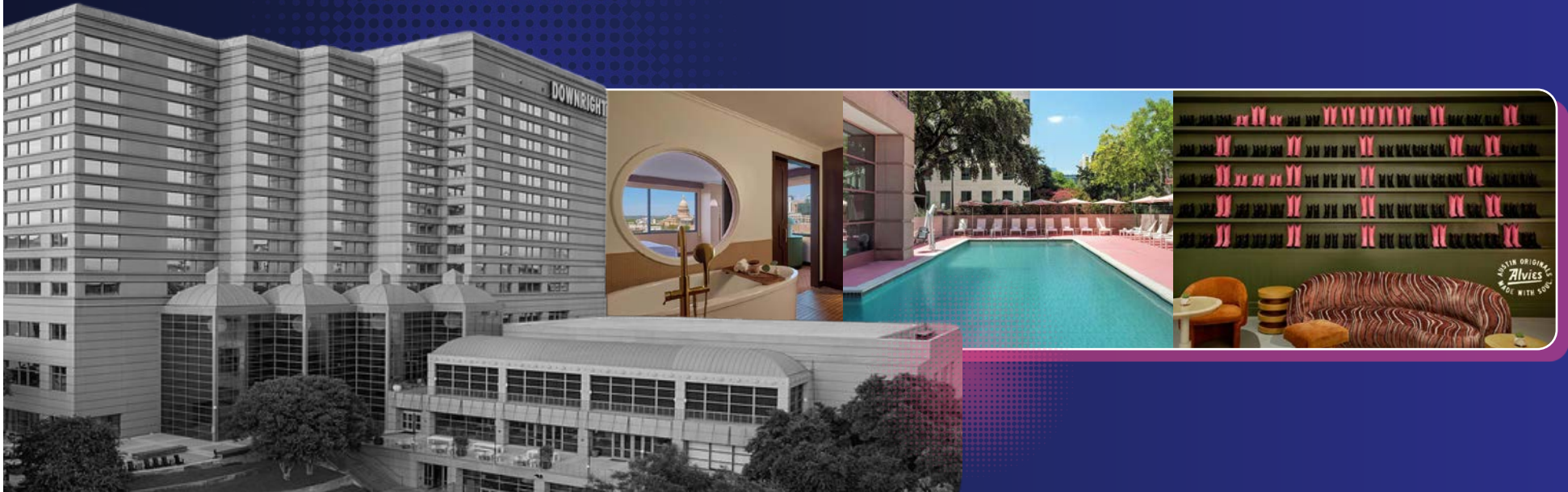
Group Rate: TBD
Cut-off date: TBD

Welcome to THE DOWNRIGHT!

701 E 11th Street, Austin, TX 78701

In the heart of downtown Austin, The Downright blends bold Texas character with modern comfort. Stylish rooms, skyline views, and locally inspired dining create the perfect backdrop to connect, recharge, and experience the city's vibrant energy — just steps from Austin's best restaurants, live music, and nightlife.

[REQUEST AN INVITATION](#)



YOUR NEXT CHAPTER STARTS HERE

REGISTER HERE



The CCW Executive Exchange offered great visibility into the vast possibilities of opportunities to take my contact center to the next level. A perfect balance of technology and people focus to create a great customer experience through every customer touch-point."

- Director, Operations, **American Water Resources**

*Do you qualify for
VIP Pricing?*

CHECK VIP ELIGIBILITY

LET'S GET SOCIAL!

