



CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE™

NOVEMBER 5 - 7, 2025 • THE SCOTTSDALE RESORT & SPA • SCOTTSDALE, AZ

CHANGE IS ACCELERATING

MAKE ORGANIZATIONAL READINESS YOUR ADVANTAGE



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CHANGE IS ACCELERATING. MAKE ORGANIZATIONAL READINESS YOUR ADVANTAGE.

This final Exchange of the year isn't just a recap, it's your strategic reset. CX and Customer Contact leaders arrive with real lessons from 2025 and a mandate to shape 2026.

Unlike typical conferences that chase the AI hype cycle, this Exchange dives into operational friction: the barriers to real transformation and how forward-thinking teams are clearing the path. It's not about what AI could do - it's about whether your people, processes, and systems are truly ready.

Built for cross-functional leaders, this Exchange is where readiness becomes reality - where human and machine collaboration takes root and next-year strategies take shape.

Ready or not, the future is here. Let's build it.



Nicoletta Karpathios
Deputy Divisional Director, CMP Exchange
Customer Management Practice



WHY ATTEND?

At CCW Executive Exchange, every element is curated to deliver maximum value — through strategic networking, actionable insights, and access to innovative solutions that drive real outcomes. CCW Exchange offers unparalleled access to the brightest minds in customer contact.

UNLOCK YOUR VIP EXPERIENCE



Exclusive Networking

The invitation-only format ensures meaningful peer-to-peer connections with fellow senior leaders. Engage in dynamic conversations, share best practices, and forge partnerships that move the needle.



Focused Group Dialogues

Participate in a selection of Think Tanks, benchmarking discussions, and interactive panels designed to tackle real-world challenges — and uncover strategies you can take back to your organization.



Tailored 1:1 Meetings

Benefit from a personalized meeting itinerary based on your strategic priorities and business goals. Skip the noise and connect directly with solution providers aligned to your needs.



This is the first time I've had the opportunity to attend a CCW exchange and I have had an amazing time. I've enjoyed all the presenters, all the panels, and I've enjoyed most really interacting with the other executives that are here. It's nice to be able to hear what other people are doing, the challenges that they're facing, and then what they're doing to resolve those challenges because that gives me ideas that I can take back to my colleagues"

**- Sr. Director, Product Management,
Marriott International**

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

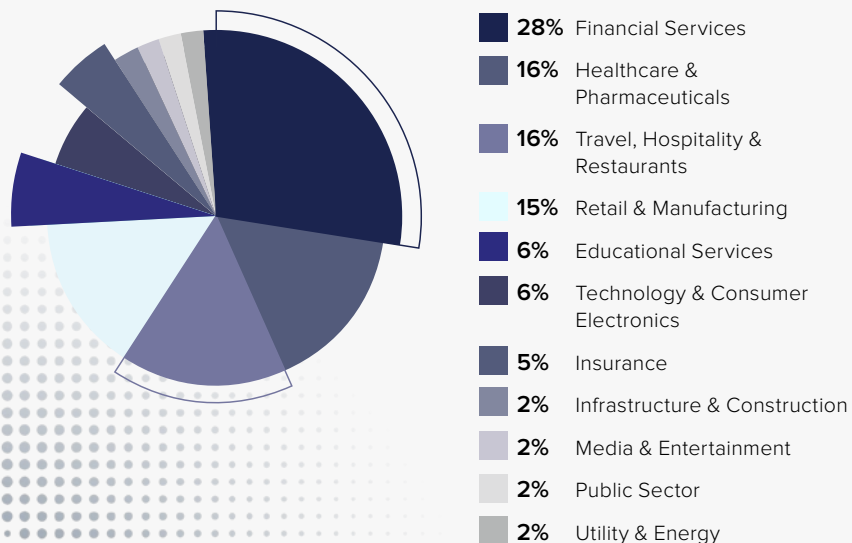


Directly controls or influences budgetary decisions

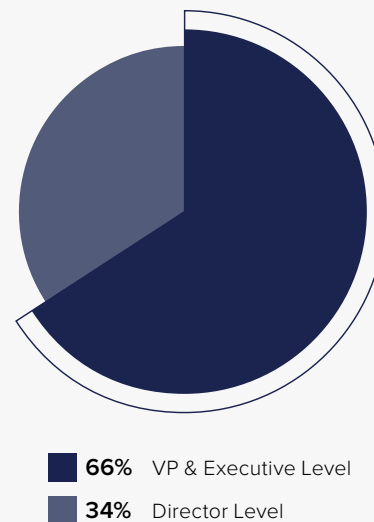


Directly controls or influences CX, customer contact operations strategy

INDUSTRY*



SENIORITY*



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

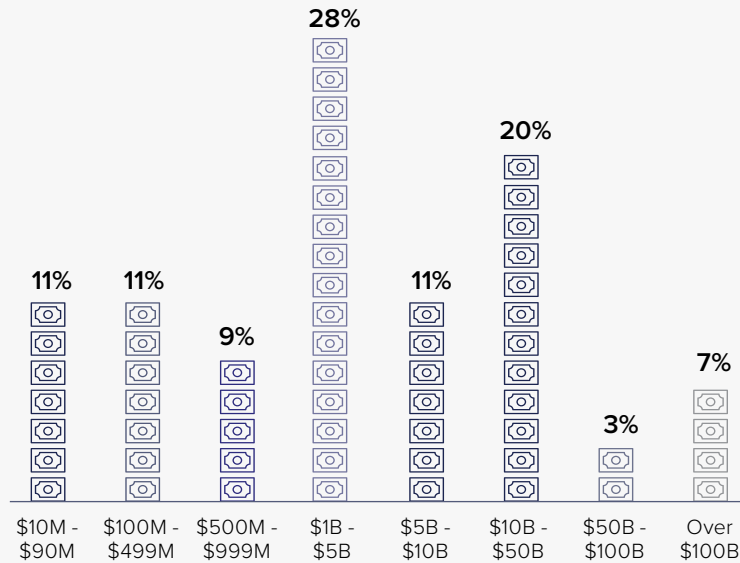
**data compiled from 2024 CCW Executive Exchange attendee profiles*



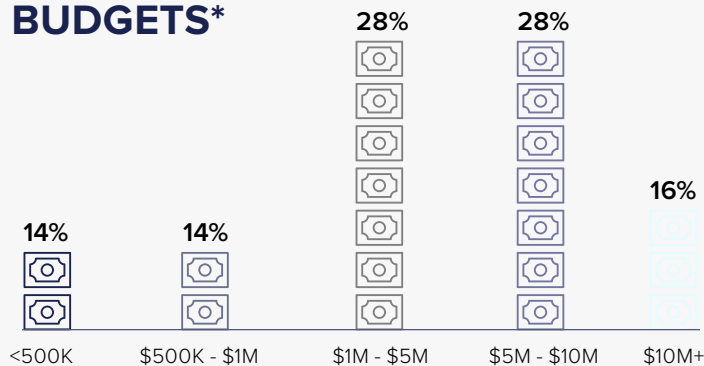
I would recommend [CCW Executive Exchange] to anyone that is looking for collaborating, networking, and understanding the best technology that's out there."

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

ANNUAL COMPANY REVENUE

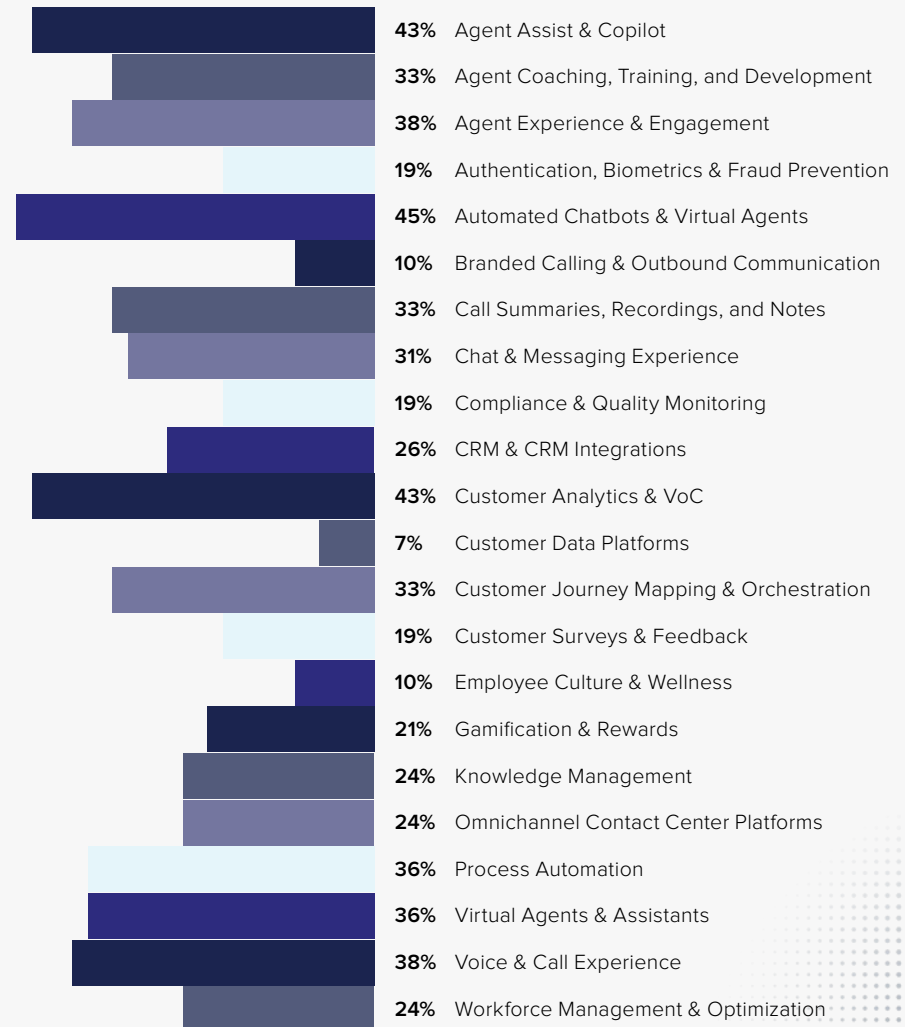


INVESTMENT BUDGETS*



*data compiled from 2024 CCW Executive Exchange attendee profiles

TOP INVESTMENT PRIORITIES IN 2025



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



OPERATIONAL READINESS

Build the Foundation for Scalable Innovation

Before transformation comes readiness. This theme explores how leading organizations are rethinking AI preparedness – connecting the dots between infrastructure, governance, knowledge, and talent. It's not about adopting technology; it's about setting the stage to scale it, sustainably.



THE HUMAN-TECH INTERSECTION

Orchestrating AI + Empathy Across Journeys

Great experiences require more than automation. They demand emotional intelligence, trust, and seamless coordination between human and non-human systems. This theme explores how to design for complexity – where handoffs, roles, and expectations are redefined in real time.



CULTURAL SHIFT IN ACTION

Leading Change with Confidence and Clarity

AI adoption is a leadership challenge, not just a tech one. This theme focuses on the human side of change – empowering teams, redefining roles, and preparing the workforce for what's next. It's about turning resistance into resilience and leading through uncertainty with purpose.



According to CMP Research's 2025–2026 Customer Contact Benchmarking Report, these priorities are shaping the future of customer operations and experience.

Automation & AI-Powered Efficiency



74% of leaders are investing in automation powered by AI to drive efficiency and reduce operational costs.



Over **50%** prioritize AI-driven self-service, including chatbots, intelligent IVRs, and knowledge systems to meet rising customer expectations.

Data-Driven Personalization & Predictive CX

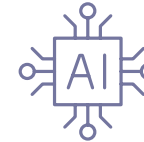


Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.



Data activation and GenAI integration are accelerating, but many organizations still face challenges in execution and scalability.

Empowered Teams, Elevated Experiences



Upskilling and employee engagement are essential as agent roles evolve in AI-augmented environments.



Leaders aim to boost self-service adoption while preserving trust and delivering seamless CX.

2025 CCW ADVISORY BOARD



Robert Schoenfield
EVP of Licensing & Partnerships
Krisp



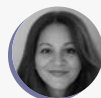
DB Banerjee
VP, Strategic Segment
Observe.AI



Natalie Beckerman
Global Head, Customer Support
Operations
IHG Hotels and Resorts



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 Burbidge
Managing Vice President, Customer
Channels Horizontal Services
CapitalOne



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



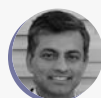
Cheryl China
SVP, Director Retail Servicing
Citizens Bank



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



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



Shantanu Das
GM, Global Head of Post Order
Customer Experience
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



Niki Hall
Chief Marketing Officer
Five9



Jennifer Harrington
VP Marketing, Demand Generation
Genesys



Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC



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, Financial Products
Service Centers
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



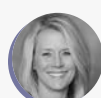
Mariano Tan
President & CEO
Prosodica



Vince Trotter
VP of Client Success
National Debt Relief



Monica Vasquez
SVP, Director, Truist Care Center
Truist



Karen Vaughn
Senior Director, Consumer Care
Nike

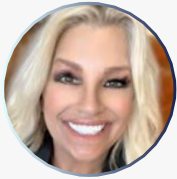


Einat Weiss
CMO
NICE



Ron Zanders
VP, Customer Success Operations
Verizon

MEET OUR INDUSTRY LEADERS AND INNOVATORS



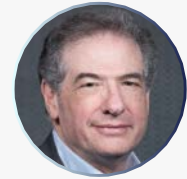
Becky Ploeger
Global Head Reservations,
Customer Care &
Sales Support
Hilton



Laurice Walker
Chief Equity Officer
City of Tuscon



Marc Booker
Vice Provost, Strategy
University of Phoenix



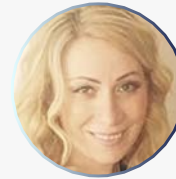
Stuart Discount
Chair
**Enterprise Communications
Advocacy Coalition**



Andre Waits
Vice President Global Card
Operations Reconciliations
JPMorgan Chase



Sam Trimble
Vice President, Strategic
Growth & Development
Fidelity National Financial



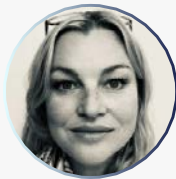
Bella Elogoodin
Vice President, Service
Excellence
**Hospital for Special
Surgery**



Emily Cellar
Vice President, IT
Infrastructure & Security
iFIT



Jennifer Chan
Vice President of People
Everlane



Inna Larson
Vice President, Technology
Infrastructure & Operations
**Cooper's Hawk Winery &
Restaurants**



Lora Lawson
Vice President, Contact
Centers
Careington International



Kalifa Oliver
Senior Director of
Technology, People
Analytics
Lowe's Home Improvement

MEET OUR INDUSTRY LEADERS AND INNOVATORS



Pierce Zanders
Director, Life Customer
Service
**Sammons Financial
Group**



Darnell Brooks
Director, Operations
Process & Strategy
The Home Depot



Amy Finley
SVP, Provider Services
Patient Port



Hui Wu-Curtis
Director, Customer
Service
SmartRent



Andrew McIlmurray
Global Head of Support
Operations Strategy and
Governance
Uber



Stephanie Baldwin
Vice President,
Operations
Hertz



Deana Perrin
Fractional CCO
**CCW Advisory
Board Member**

Interested in speaking?
We'd love to hear from you.



Immerse yourself in three days of strategic learning, peer exchange, and high-impact networking.

DAY 1

WEDNESDAY | NOVEMBER 5, 2025

9:00 AM CHECK-IN & COFFEE

9:30 AM ORIENTATION & ICEBREAKER

9:50 AM GENERAL SESSION

11:00 AM THINK TANKS

11:45 AM WELCOME LUNCH

12:45 PM BUSINESS MEETINGS

2:30 PM GENERAL SESSION

3:30 PM BREAK

4:00 PM BUSINESS MEETINGS

5:15 PM THINK TANKS

6:00 PM NETWORKING RECEPTION

DAY 2

THURSDAY | NOVEMBER 6, 2025

8:00 AM BREAKFAST

8:30 AM GENERAL SESSION

9:45 AM BUSINESS MEETINGS

11:15 AM NETWORKING BREAK

11:45 AM MASTERCLASSES

12:15 PM NETWORKING LUNCH

1:00 PM THINK TANKS

1:50 PM BUSINESS MEETINGS

3:30 PM NETWORKING BREAK

4:00 PM GENERAL SESSION

4:30 PM PEER POUR HOUR

5:30 PM ENGAGE-TO-WIN GIVEAWAY

6:00 PM OFFSITE RECEPTION

DAY 3

FRIDAY | NOVEMBER 7, 2025

8:30 AM CCWOMEN BREAKFAST PANEL

9:15 AM GENERAL SESSION

9:45 AM BUSINESS MEETINGS / THINK TANK

10:45 AM NETWORKING BREAK

11:15 AM CCW DIGITAL DEEP DIVE

12:00 PM EXCHANGE CONCLUDES

9:00 AM

Check-In Opens & Refreshments

Start strong. Grab your badge, settle in, and enjoy fresh coffee and a light breakfast while connecting with fellow leaders as the Exchange kicks off.

9:30 AM

Orientation & Icebreaker

Your personalized experience begins here. Get the inside scoop on how to maximize your agenda—and spark connections with peers before diving into sessions.

9:50 AM

CMP RESEARCH PRESENTS | Executive Insights from the CMP Prism: Smarter Investments in CX Innovation

Rapid innovation in CX technology is transforming the marketplace. AI breakthroughs, evolving vendor strategies, and an overwhelming array of tools are making it increasingly difficult for executives to identify what truly drives impact. At the same time, the pressure to invest wisely—balancing customer outcomes with measurable ROI—has never been greater.

This session will cut through the noise by exploring the latest trends in CX technology, including AI-powered automation, real-time agent assist, and advanced customer analytics. Attendees will also be introduced to the CMP Research Prism, a framework that combines market data, end-user insights, and analyst expertise to provide a clear-eyed view of how CX technologies perform across 10 critical evaluation criteria.



Kotei Kotey
Research Analyst, CMP Research
Customer Management Practice

10:20 AM

PANEL | Beyond the Agent: Redefining Readiness for 2026

This discussion will go beyond the surface-level conversation of “the agent of the future” to explore the deeper shifts required across operations, training, contracts, and leadership mindsets. From AI-powered agent assist and real-time translation to autonomous workflows and upstream insight sharing, we'll examine how innovation is reshaping every corner of the customer experience ecosystem.

You'll gain clarity on where AI drives value today, how to deploy it responsibly, and what it means for leaders, supervisors, and employees navigating career paths in a rapidly evolving landscape. Most importantly, you'll walk away with a forward-looking view of how peers are aligning people, processes, and platforms to ensure operational readiness in 2026 and beyond.



Becky Ploeger
Global Head Hilton Reservations & Customer Care
Hilton



Darnell Brooks
Director, Operations Process & Strategy
The Home Depot



Moderated by:
Deana Perrin
Former Senior Director, Customer Experience
CCW Advisory Board Member

10:50 AM

Comfort Break

11:00 AM

THINK TANKS **A** **B**

A Elevate Your Voice: The Leadership Mindset for Gaining Executive Alignment

Transformation can't succeed without influence. This session explores how operational and experience leaders can position themselves as strategic partners to the C-suite—gaining visibility, aligning cross-functional stakeholders, and driving enterprise-wide impact. Share strategies for leading with purpose, building trust, and navigating complex organizational dynamics.



Marc Booker
Vice Provost, Strategy
University of Phoenix

B AI Governance at Scale: Balancing Innovation with Accountability

As AI adoption accelerates, governance can't be an afterthought. In this session, leaders will explore how to build frameworks that enable responsible innovation—ensuring compliance, protecting data, and promoting trust without slowing down progress. Discuss real-world approaches to aligning legal, IT, and business teams around scalable AI oversight.

11:45 AM

WELCOME LUNCH | Let's Break Bread

Come together over a shared table and start the Exchange with connection. Here's your chance to meet fellow attendees, share ideas, and settle in for the next few days of learning, leading, and community.



12:45 PM

Business Meetings

2:30 PM

HEADLINER | Details coming soon!

3:00 PM

QUICKFIRE SPOTLIGHT | Real Stories, Real Results

This dynamic, TED-style session features short, high-energy talks from leading solution providers.

Each presenter tackles a real customer experience challenge and shares the solution that drove measurable results. In just 8–10 minutes, you'll get clear, actionable insights designed to spark ideas and accelerate impact.



Brian Cantor
Principal Analyst & Managing Director, Digital
Customer Management Practice

3:30 PM

AFTERNOON BREAK | DESERT DIPS & DOWNLOAD

Cool down and catch up. Enjoy a spread of savory dips, crisp veggies, and chips with space to decompress.



4:00 PM

Business Meetings

5:00 PM

Wine Time Comfort Break

Grab a glass of vino and join us for our final think tanks to end the day!

5:15 PM

THINK TANKS **A** **B**

A The AI Business Case: Proving Value Without the Hype

AI investments often launch with excitement—but struggle when it comes time to quantify value. In this session, leaders will discuss how to build AI business cases that resonate with executives, track real ROI, and balance innovation with accountability. Share how you're measuring success, securing buy-in, and prioritizing projects that scale.

Key Focus Areas:

- Defining meaningful KPIs for AI
- Proving ROI across cost, efficiency, and experience
- Translating use cases into executive-friendly language

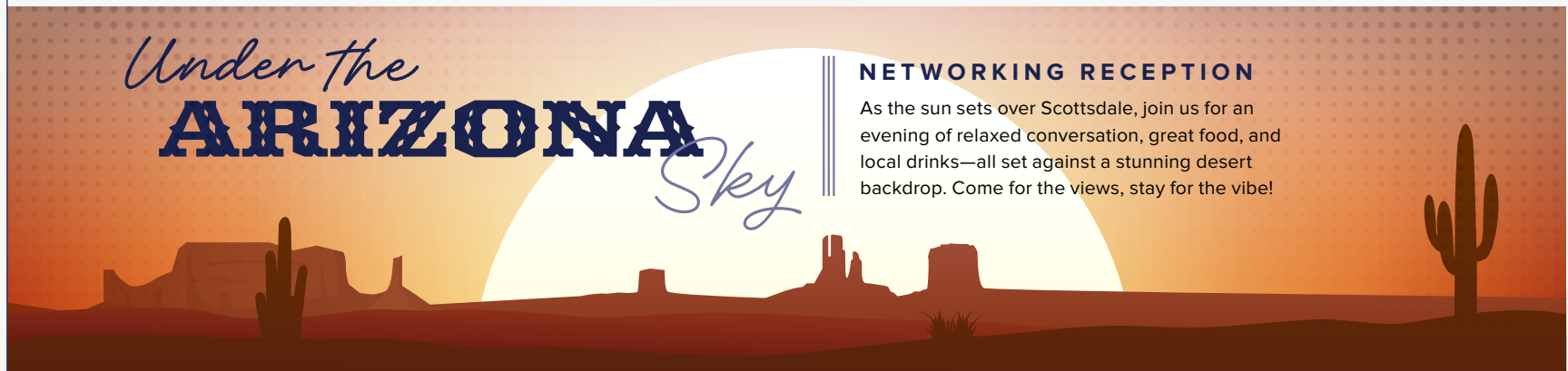
B Future-Ready Architecture: Building for Flexibility, Not Just Scale

Today's tech decisions can become tomorrow's roadblocks. This session invites a strategic discussion on how to architect systems that evolve with your business—balancing standardization with adaptability. Leaders will explore platform consolidation, modular design, and how to future-proof against rapid tech shifts.

Key Focus Areas:

- Avoiding vendor lock-in while ensuring integration
- Building modular, API-first infrastructure
- Balancing speed, flexibility, and governance

6:00 PM



8:00 AM

BREAKFAST | SIZZLE & SCRAMBLE

Hot buffet + hot takes to jumpstart your day.



8:25 AM

Chairperson's Remarks

8:30 AM

PUBLIC POLICY BRIEFING | What Executives Should Know About the Keep Call Centers in America Act

The proposed Keep Call Centers in America Act (S.2495) could reshape how organizations manage customer contact operations, vendor relationships, and federal compliance. Join Stuart Discount, Enterprise Communication Advocacy Coalition Chair, as he breaks down operational, contractual, and governance shifts - giving senior leaders the context they need to assess possible impacts on their operations.

This session will outline the bill's key provisions and assess its potential impact on everything from workforce management and staffing, to outsourcing and technology partnerships. Discount will also highlight emerging state-level trends that may have a more immediate impact on AI strategy and overall operations.



Stuart Discount
Executive Chair

Enterprise Communications Advocacy Coalition

9:00 AM

PANEL + | Preparing Tomorrow's Working: Skills, Resilience, and Adaptability

The first generation to grow up alongside AI is now entering the workforce - and their career paths look radically different than those who came before them. Traditional entry-level roles are shrinking, while new opportunities demand hybrid skillsets that blend technical fluency, creativity, and emotional intelligence.

This panel will bring together senior leaders to examine how organizations can respond with intention: reimagining onboarding, reskilling, and leadership development to prepare young employees for sustainable careers in an AI-augmented world. You'll gain strategies to empower the next generation with resilience, adaptability, and the tools to thrive in a future where humans and machines work side by side.



Jennifer Chan
Vice President of People
Everlane



Kalifa Oliver
Sr. Director of Technology -
People Analytics
Lowe's Home Improvement



Pierce Zanders
Director, Life Customer Service
Sammons Financial Group

9:45 AM

Business Meetings

11:15 AM

MORNING BREAK | REFUEL & RESET

Take a breather with fresh coffee, light bites, and a chance to recharge before diving back in. It's the reset your brain (and stomach) deserve!



11:45 AM

MASTERCLASSES **A** **B**

A Unifying the Agent + Customer Experience: A Platform Approach to Human-Centered Service

Customer empathy starts with empowered agents. Explore how unified service platforms—combining knowledge, case management, and real-time support tools—are helping brands deliver more consistent, efficient, and personalized experiences. See how integrating backend systems improves both frontline performance and customer satisfaction.

Key Focus Areas:

- Connecting agent tools to drive first-contact resolution
- Real-time guidance and knowledge surfacing
- Removing friction from agent-customer interactions

B Predictive Personalization at Scale: Design Journeys That Anticipate, Not React

Move beyond reactive service. This session will showcase how leading brands are using predictive analytics, customer behavior signals, and AI-driven segmentation to proactively shape digital journeys. Learn how to deliver the right message, through the right channel, at the right time—without overwhelming your teams or customers.

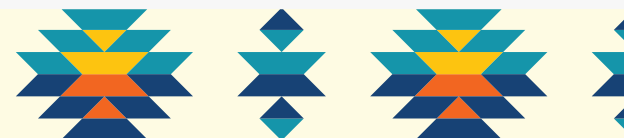
Key Focus Areas:

- Journey orchestration and next-best-action models
- AI-enhanced segmentation and personalization
- Reducing friction through anticipatory design

12:15 PM

LUNCH | MIDDAY MERCADO

A mid-day feast inspired by the flavors of the Southwest. Think bold spices, vibrant colors, and just the right mix of comfort and freshness.



1:15 PM

THINK TANKS **A** **B**

A From Demos to Dollars: The Playbook for Scaling AI in Contact Centers

73% of AI pilots never make it past the demo phase—burning budget and patience while competitors capture millions in measurable outcomes. The winners aren't showing the best demos; they're deploying with the right playbooks.

Join Jim Iyooob, President of ETS Labs & Chief Customer Officer at Etech Global Services, to uncover the frameworks and tactics that turn AI pilots into profit-generating operations. Learn why most pilots stall, how to accelerate ROI in 120 days, and the change-management moves that make or break implementation.

Walk away with proven strategies to scale responsibly—plus access to an AI Readiness Assessment and vendor evaluation framework to guide your next steps.

B Designing for Trust: Rebuilding Confidence in Digital Experiences

As AI becomes more prominent, customer skepticism is growing. This session invites leaders to explore how to design experiences that foster trust—from transparency and consent to consistency and control. Discuss how trust influences adoption, retention, and brand loyalty in an AI-powered world.

Pain Points Addressed:

- Low trust in automated or AI-driven interactions
- Lack of transparency in personalization tactics
- Customer hesitation to engage with new digital tools

1:50 PM Business Meetings

3:30 PM AFTERNOON BREAK | PRICKLY PERK-UP

A refreshing stop to grab a sweet or citrusy pick-me-up. From fruity treats to iced sips, it's just what you need to cruise through the final stretch.



4:00 PM FIRESIDE CHAT | Leading Through the Rebuild: Crisis as a Catalyst for Reinvention

When disruption strikes, true leadership is tested. In this inspiring conversation, Stephanie Baldwin shares her journey from frontline employee to senior leader, guiding teams through high-pressure, high-stakes environments where operational excellence and human connection must go hand in hand.

Drawing on her deep expertise in crisis leadership and emotional intelligence, Stephanie reveals how to rebuild teams, restore trust, and sustain momentum when resources are stretched thin. From leveraging AI without losing the human touch to understanding the unique needs of diverse teams, her story offers a blueprint for creating a culture where people feel seen, heard, and motivated to deliver their best.

Key Takeaways:

- Rebuilding teams and operations from the ground up without sacrificing morale
- Using emotional intelligence to connect with and inspire diverse teams
- Sustaining performance and engagement in high-pressure, resource-constrained environments



Stephanie Baldwin
Vice President, Operations
Hertz

4:30 PM PEER POWER HOUR | Benchmark, Brainstorm, Break Through

This interactive networking session is designed to maximize meaningful connections. Attendees will be grouped according to their top business priorities, creating focused circles where peers can openly discuss challenges, share success stories, and benchmark strategies.

Whether you're tackling similar technology rollouts, workforce initiatives, or customer-centric goals, you'll have the opportunity to compare notes with cross-industry leaders facing the same issues. Walk away with fresh perspectives, actionable insights, and a stronger network of peers aligned around what matters most to you.

5:30 PM

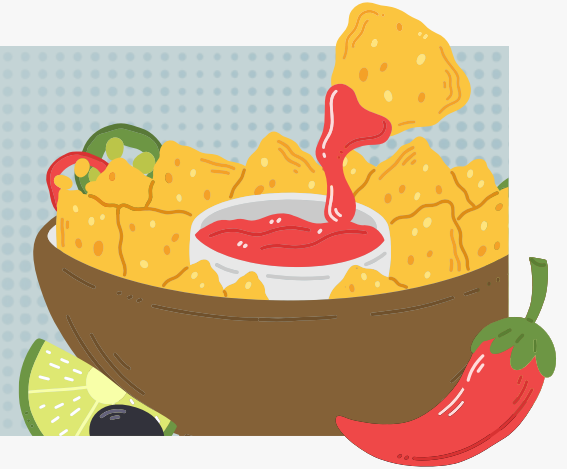
Engage-to-Win Winner Announced!

6:00 PM

Nacho Average Reception

Crunch, chat, repeat.

Join us for an evening on the lawn where salsa takes center stage—both the music and the flavors. From lively rhythms to fresh salsa tastings, it's the perfect recipe for bold flavors and conversation.



8:30 AM

CCWOMEN PANEL WITH BREAKFAST | How Women Lead, Overcome, and Lift Each Other in Customer Contact

In a world where professional challenges are inevitable, how women support, mentor, and empower one another can make all the difference. Join an inspiring conversation with female leaders who are reshaping the narrative around mentorship, resilience, and collaboration. From embracing vulnerability to standing firm in the face of adversity, our speakers will explore how leaning on collective wisdom, amplifying each other's successes, and navigating difficult situations without ego strengthens not just individual careers but the entire business ecosystem. Discover how building a true community of women in business, one rooted in respect, resilience, and real connection, is critical to thriving in today's workplace and beyond.

When women support women, incredible things happen.

Learn how to navigate adversity, build powerful networks, and lead with authenticity in this powerful CCWomen session.



Hui Wu-Curtis
Director, Customer Service
SmartRent



Amy Finley
SVP, Provider Services
Patient Port



Rasheeda James
Vice President, Client Services
Americor



Sandy Ko Fonseca
Founder & Principal
CCWomen

9:15 AM

KEYNOTE | Rewiring Resilience: How Infrastructure Innovation Drives Business Continuity

When infrastructure lags behind business goals, agility suffers. In this keynote, hear how iFit reimaged its legacy, on-prem architecture into a cloud-forward, hybrid model—reducing costs, boosting uptime, and enabling faster deployment of AI and data initiatives. Discover what it takes to align infrastructure with innovation and ensure business continuity at scale.

Pain Points Addressed:

- Legacy systems limiting agility and scalability
- Infrastructure misalignment with business priorities
- Downtime and risk exposure from outdated environments



Emily Cellar
Vice President, IT Infrastructure & Security
iFIT

9:45 AM

THINK TANK | Redesigning Work: Skills, Structures & Tools for the Future

The workplace is evolving—but are your teams evolving with it? This session explores how forward-thinking leaders are reimagining roles, upskilling employees, and adopting technologies that support agility, resilience, and long-term growth. Hear how organizations are preparing today's workforce for tomorrow's challenges.

Pain Points Addressed:

- Skill gaps in AI-enabled environments
- Outdated team structures and role definitions
- Technology adoption without change enablement

Business Meetings

10:45 AM

MORNING BREAK | TRAIL TREATS

Fuel like a desert explorer with grab-and-go snacks perfect for a mid-morning munch.



11:15 AM

CCW DIGITAL DEEP-DIVE | What's Next: 5 Non-Negotiables for the Future of Customer Contact

The playbook is changing. Based on CCW Digital's latest insights and industry analysis, this session outlines the five critical focus areas every customer leader must prioritize to stay competitive—from AI implementation and workforce strategy to customer trust and data actionability. Walk away with a distilled roadmap for leading with clarity in an era of constant change.

Key Focus Areas:

- Future-ready workforce models
- Data strategy and AI adoption
- Experience design that scales with empathy
- Customer trust and transparency
- Operational agility amid disruption

12:00 PM

Exchange Concludes

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



KEY SOLUTION AREAS



Agent Experience,
Training, and Engagement



Technology
and Automation



Security, Compliance,
and Optimization



Customer Interaction
and Communication



Customer Insights
and Analytics

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Group Rate: \$259.00

Cut-off date: Tuesday, October 14, 2025

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