



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

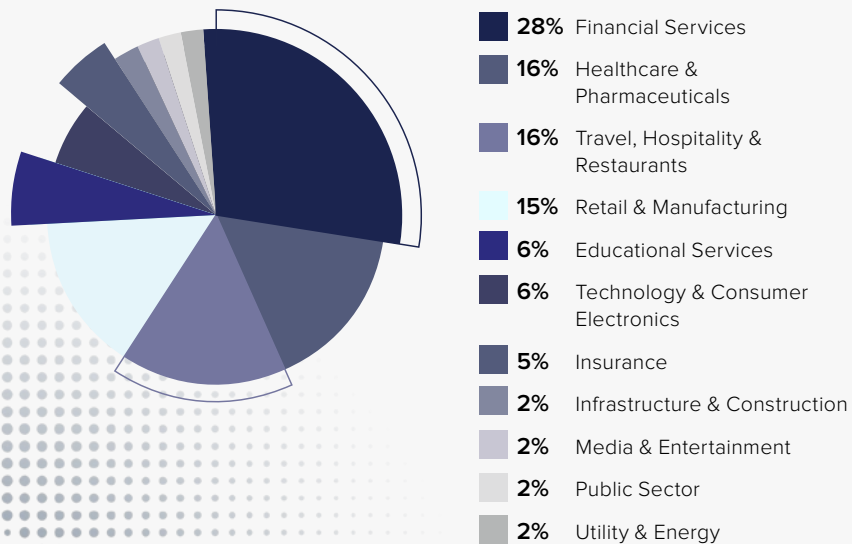


Directly controls or influences budgetary decisions

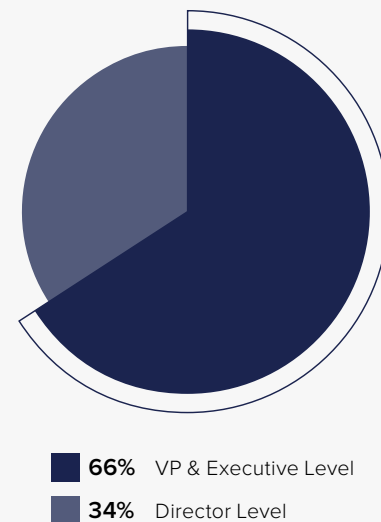


Directly controls or influences CX, customer contact operations strategy

## 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

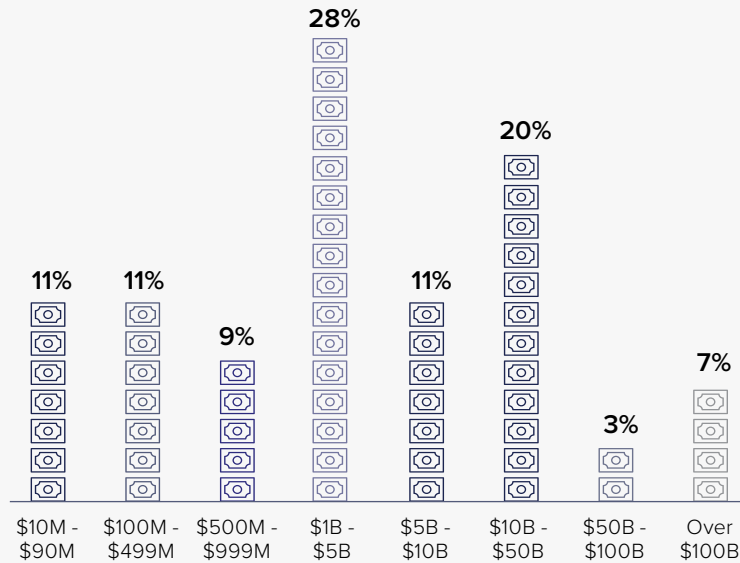
*\*data compiled from 2024 CCW Executive Exchange attendee profiles*



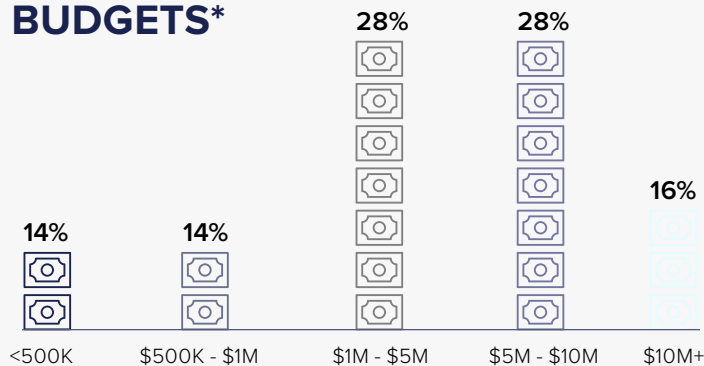
*I would recommend [CCW Executive Exchange] to anyone that is looking for collaborating, networking, and understanding the best technology that's out there."*

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

## ANNUAL COMPANY REVENUE

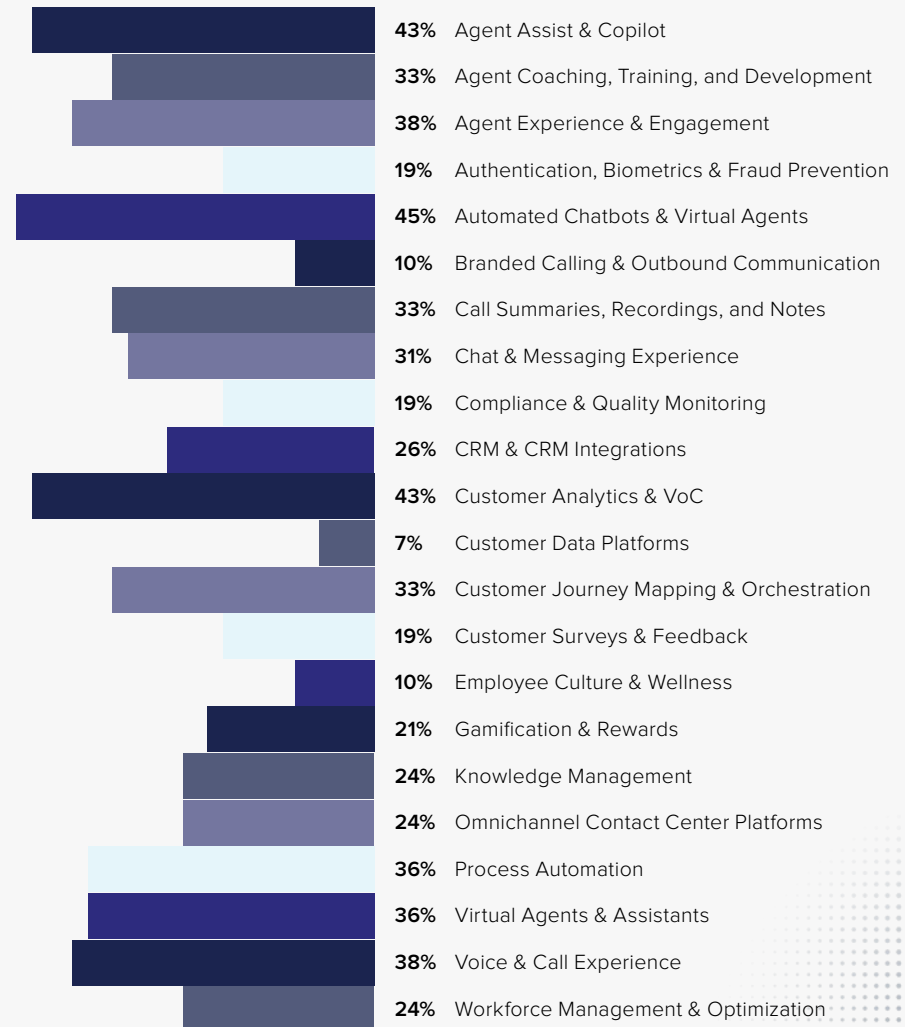


## INVESTMENT BUDGETS\*



\*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

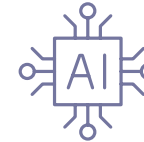


Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.



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**



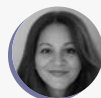
**DB Banerjee**  
VP, Strategic Segment  
**Observe.AI**



**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**



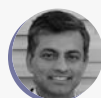
**Cheryl China**  
SVP, Director Retail Servicing  
**Citizens Bank**



**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**



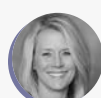
**Mariano Tan**  
President & CEO  
**Prosodica**



**Vince Trotter**  
VP of Client Success  
**National Debt Relief**



**Monica Vasquez**  
SVP, Director, Truist Care Center  
**Truist**



**Karen Vaughn**  
Senior Director, Consumer Care  
**Nike**

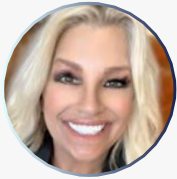


**Einat Weiss**  
CMO  
**NICE**



**Ron Zanders**  
VP, Customer Success Operations  
**Verizon**

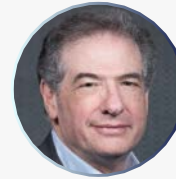
# MEET OUR INDUSTRY LEADERS AND INNOVATORS



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



Marc Booker  
Vice Provost, Strategy  
**University of Phoenix**



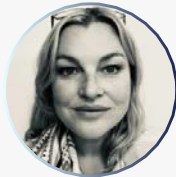
Stuart Discount  
Chair  
**Enterprise Communications  
Advocacy Coalition**



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



Mitch Mann  
Vice President, Member  
Services  
**VtylOne**



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



Jennifer Chan  
Vice President of People  
**Everlane**



Amit Kumar  
Senior Director, Customer  
and Revenue Finance &  
Strategy  
**Walmart**



Lora Lawson  
Vice President, Contact  
Centers  
**Careington International**



Jack Meek  
Fmr Vice President of Care  
Strategy & Operations  
**GoDaddy**



Mary Cruze  
Senior Director,  
IT Customer Service  
**First American Title**



Francesco Spagnulo  
Director, CRM/CX  
**IG Group**



# MEET OUR INDUSTRY LEADERS AND INNOVATORS



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



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



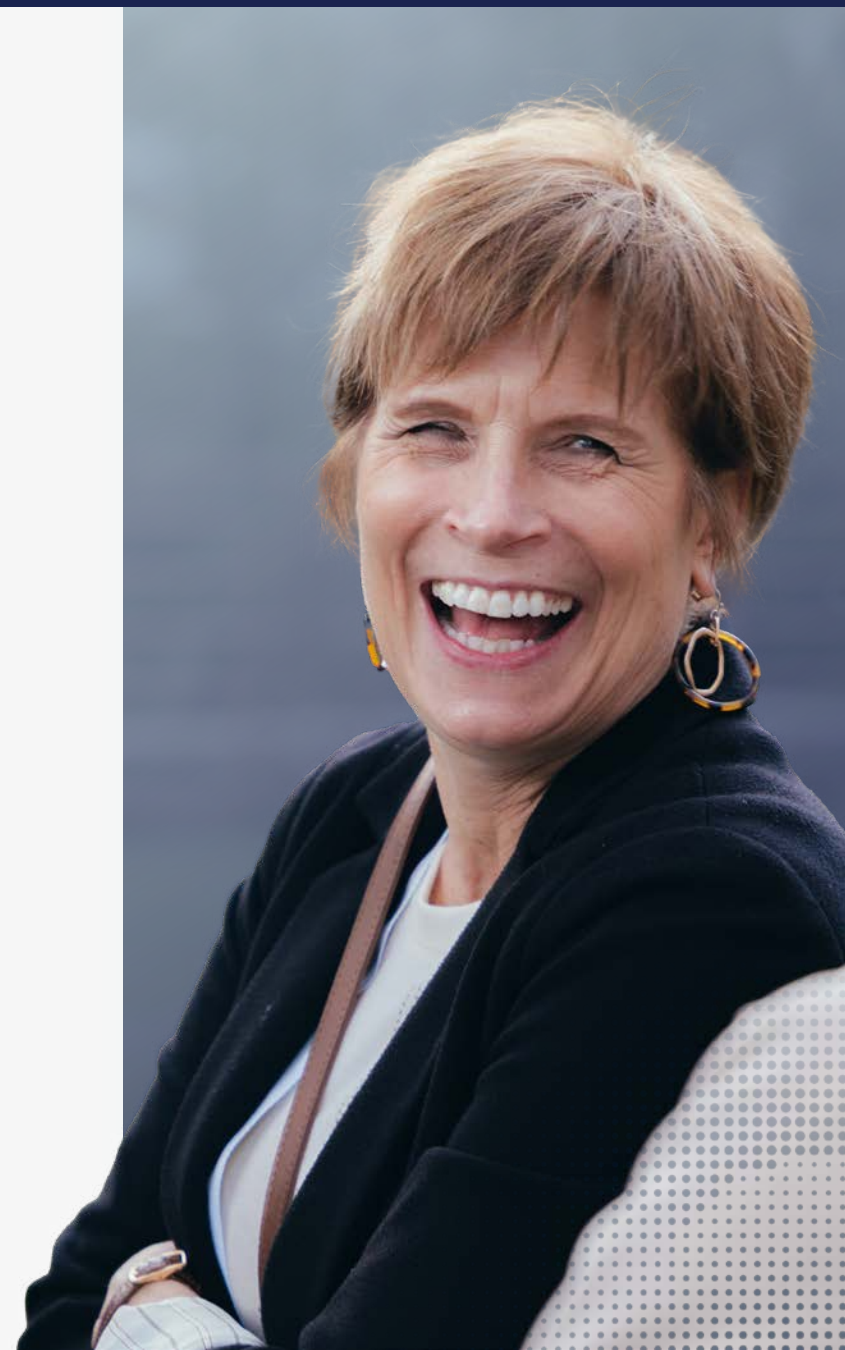
Darnell Brooks  
Director, Operations  
Process & Strategy  
**The Home Depot**



Hui Wu-Curtis  
Director, Customer  
Service  
**SmartRent**



Deana Perrin  
Founder / CCW Advisory  
Board Member  
**Pinnacle CX**



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 AFTERNOON BREAK

4:00 PM BUSINESS MEETINGS

5:15 PM WORKSHOP

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 MID-MORNING BREAK

11:45 AM MASTERCLASS

12:15 PM NETWORKING LUNCH

1:00 PM THINK TANKS

1:50 PM BUSINESS MEETINGS

3:30 PM AFTERNOON BREAK

4:00 PM GENERAL SESSION

4:30 PM PEER POWER HOUR

5:30 PM NETWORKING RECEPTION

## DAY 3

FRIDAY | NOVEMBER 7, 2025

8:00 AM BREAKFAST

8:30 AM CCWOMEN PANEL

9:15 AM GENERAL SESSION

9:45 AM BUSINESS MEETINGS

10:45 AM MID-MORNING BREAK

11:00 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.



**Nicoletta Karpathios**  
Deputy Divisional Director, Exchange Series  
**Customer Management Practice**

9:50 AM

## CMP RESEARCH PRESENTS | Executive Insights from the CMP Prism

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**



10:10 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**



**Mitch Mann**  
Vice President, Member Services  
**VytlOne**



Moderated by:  
**Deana Perrin**  
Fractional Chief Customer Officer  
**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** Beyond Live Service: The Rise of Asynchronous Customer Support

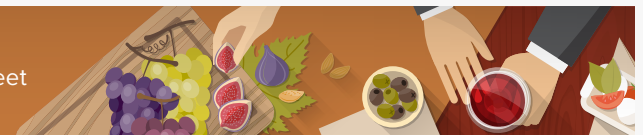
As customer expectations evolve and communication channels expand, service models must move beyond one-and-done interactions. In this executive discussion, we'll explore how brands are leveraging asynchronous channels like SMS and WhatsApp to create more natural, ongoing conversations, while strengthening case management to ensure ownership, continuity, and true resolution. We'll discuss when synchronous vs asynchronous communication makes sense, how AI and automation support context and follow-through, and what metrics matter most as journeys become continuous, not linear. Leaders will exchange practical strategies to boost customer trust, operational efficiency, and agent experience in a multi-channel world.



**Jack Meek**  
Former Vice President, Care Strategy & Operations  
**GoDaddy**

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

## SPOTLIGHT | Beyond the Budget: Enabling Customer-Centric, AI-Driven Growth at Enterprise Scale

Why It Matters:

- Legacy thinking vs. a customer-centric operating model
- The new stack of customer centricity
- AI's role in bringing the customer to the center



**Amit Kumar**  
Senior Director, Customer and Revenue Finance & Strategy  
**Walmart**

How We Operationalize It:

- Mapping the customer journey and defining KPIs to align CapEx/OpEx
- Finance as the integrator—looking beyond the budget to outcomes
- How we're approaching this at Walmart (examples and learnings)
- Practical steps for teams to adopt the model

3:00 PM

## MASTERCLASS | How to design AI voice agents that actually work

Catheryn Li, Co-Founder & CEO of Simple AI, shares how her team designs, builds, and deploys enterprise-grade AI phone agents for iconic businesses like DoorDash and Omaha Steaks. In this masterclass, she'll walk through the real-world process: from getting started and writing effective evaluation frameworks to QAing conversations and cloning lifelike voices that align with a brand. You'll learn practical techniques and hard-won lessons from deploying production agents at scale that sound realistic and drive measurable business results.



**Catheryn Li**  
CEO/Co-Founder  
**Simple AI**

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

## WORKSHOP | Welcome to Dunder Mifflin: The Agent Onboarding Experience

Outdated training tools are failing modern customer service agents-leaving them underprepared, under-coached, and overwhelmed. In this interactive breakfast workshop, Reddy invites you to step into the shoes of a newly hired agent navigating legacy onboarding and the daily grind of frontline support. Through hands-on simulation, reflection, and role-play, you'll uncover the gaps in traditional enablement and see why it's time to get your LMS truly "Reddy" for your agents.

Key Takeaways:

- Experience firsthand the cracks in conventional onboarding methods
- Identify friction points in your enablement journey through engaging group exercises
- Discover how real-time learning, coaching, and post-call feedback create empowered, high-performing teams



Adam Levin  
CEO & Co-Founder  
Reddy

Reddy

6:00 PM

*Under the*  
**ARIZONA**  
*Sky*

**NETWORKING RECEPTION**

As the sun sets over Scottsdale, join us for an evening of relaxed conversation, great food, and local drinks—all set against a stunning desert backdrop. Come for the views, stay for the vibe!

8:00 AM

## BREAKFAST

Hot bites + 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 Workforce: 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**



**Mike Duplessis**  
VP of Talent Acquisition  
**Support Services Group**



Moderated by:  
**Brian Cantor**  
Managing Director, Digital  
**Customer Management Practice**



9:45 AM

## Business Meetings

## MID-MORNING BREAK | REFUEL & RESET

11:15 AM

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!



## MASTERCLASS | The Human Effect: The Hidden Cost of AI Automation

11:45 AM

As AI transforms customer service, businesses are rapidly automating conversations once handled by people. The benefits are clear - greater efficiency, lower costs, faster resolutions. But what's often overlooked is the opportunity cost: the measurable business value that only human interactions create.

In this session, we'll explore the behavioral science behind the "human effect" - why customers act differently when they interact with real people - and how this translates into stronger loyalty, higher follow-through, and better outcomes. Learn how leading organizations are balancing AI efficiency with human empathy, and how call centers can design for both.



Mariano Tan  
CEO  
Prosodica

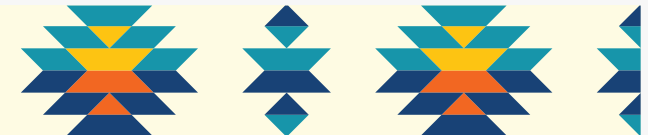


John Parkinson  
Senior Advisor  
Prosodica

## LUNCH | MIDDAY MERCADO

12:15 PM

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.





1:00 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 Iyob, 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.



**Jim Iyob**  
President of ETS Labs & Chief Customer Officer  
**Etech Global Services**



### **B** Real-Time CX Reinvented: Where Cloud Meets Intelligence

Customer experience must now operate in real time, across all channels, and at enterprise scale. This think tank explores how cloud-native platforms, intelligent automation, and unified customer data are reshaping the way companies design, deliver, and measure CX. Learn how your peers are modernizing their infrastructure to unlock agility, personalization, and long-term cost efficiency.



**Steve Millan**  
Sr. Go To Market Specialist – Amazon Connect  
**AWS**



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

## SPOTLIGHT | Leading Through the Shift: Building Organizational Readiness in an Age of Acceleration

The pace of change isn't slowing, and neither should you. This session explores how modern leaders are building organizations that can move at the speed of opportunity. It's about shifting from reactive change management to intentional, continuous reinvention. Discover how clarity, empowered culture, and decisive execution become the real differentiators when uncertainty is constant. Walk away with a fresh perspective on readiness as a living capability - one that turns movement into momentum and disruption into competitive strength.



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

4:30 PM

## PEER POWER HOUR | Benchmark, Brainstorm, Break Through

This interactive session turns attendee priorities into meaningful peer exchange. Executives will join focused discussion circles exploring the following top 5 categories:

1. AI & Automation Enablement
2. Agent Empowerment & Copilot
3. Coaching & Culture@
4. Data-Driven CX & Insights
5. Workflow & Orchestration

Together, attendees will benchmark strategies, share lessons learned, and co-create actionable insights that redefine what readiness looks like in 2026 and beyond.



**Deana Perrin**  
Founder / CCW  
Advisory Board Member  
**Pinnacle CX**



**Lora Lawson**  
Vice President, Contact  
Centers  
**Careington  
International**



**Jennifer Chan**  
Vice President of  
People  
**Everlane**



**Francesco Spagnulo**  
Director, CRM/CX  
**IG Group**



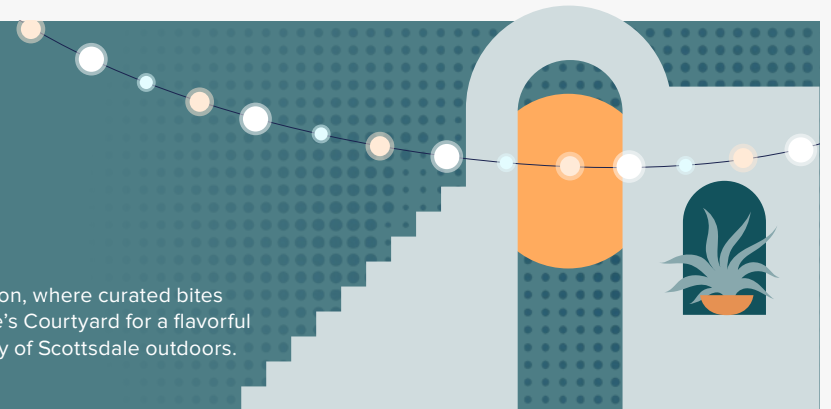
**Pierce Zanders**  
Director, Life Customer  
Service  
**Sammons Financial  
Group**

5:30 PM

## The Courtyard Edit

### Networking Reception

A modern twist on the classic networking reception, where curated bites meet intentional conversation. Step out to Bennie's Courtyard for a flavorful mix of connection, creativity, and the fresh energy of Scottsdale outdoors.



8:00 AM

## Breakfast

8:30 AM

## CCWOMEN PANEL | 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**



Rasheeda James  
Vice President, Client Services  
**Americor**



Shiwon Oh  
Editor in Chief, CCWomen  
**Customer Management Practice**



9:00 AM

## TOWN HALL | Every Contact Is a Bug: Rewiring Support for Zero-Friction Operations

What happens when your CTO declares that every call, ticket, or chat is a bug stopping business flow and expects you to eliminate it?

In this interactive town hall, Mary Cruze shares how a bold executive mandate transformed her support organization from a "fix it when it breaks" function into a proactive engine for operational excellence. Rather than accepting contact volume as inevitable, Mary and her team now treat every interaction as a signal of system friction and a chance to prevent future effort, improve customer experience, and protect revenue.



Mary Cruze  
Senior Director, IT Customer Service  
**First American Title**

1:50 PM

## Business Meetings



10:45 AM

## MID-MORNING BREAK | TRAIL TREATS

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



11:00 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



**Brian Cantor**  
Managing Director, Digital  
**Customer Management Practice**



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

**LEARN MORE**

# JOIN US IN SCOTTSDALE: VENUE & ACCOMMODATION

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**Group Rate:** \$259.00

**Cut-off date:** Tuesday, October 14, 2025

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**AIRLINE DISCOUNT**





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