



**DELIVER SUPERIOR
CUSTOMER EXPERIENCES
THROUGH CUTTING
EDGE AUTOMATION**

SPONSORSHIP PROSPECTUS

Reflecting the diversity of the agenda, we are thankful for the support of our advisory board. The board is integral to the development and execution of Customer Experience Automation, supporting the strategic positioning of the brand and advising as to the content and participants that matter most.



Steve Prodger

Executive VP Global Sales
Smart Action



Paul Bartley

SVP Shared Services
BD



John Pompei

Head of Customer Care Operations
Electronic Arts (EA)



Karen Ragusa

President
KLR Consulting

MEET YOUR CX LEADERS



Tim Bailer
VP Customer Experience
GoPuff



Paul Bartley
SVP Shared Services
BD



Celika Caldwell
VP Customer Experience Design
AARP



Samuel Carrington
Help Manager
Lyft



Cathy Cox
Omni Channel Strategy Lead
Suntrust



Richie Daigle
Group Director Automation & Analytics
Coca Cola



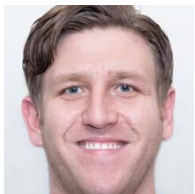
Ryan Davis
SVP Procurement Management
Bank of America



Hernan Giraldo
Vice President of Customer Experience Operations
Bark & Co.



Adam Happel
Energy Marketing, Loyalty & Customer Experience
Tesla



Jack Mannino
CEO
nVisium



Carola Mariscal
Strategic Transformation & RPA Leader
PepsiCo



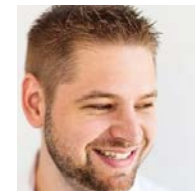
Dr. Joel Mier
Customer Experience Professional
Formerly with Netflix



Ray Mitra
Global Head of Customer Success and Support
Baker Hughes, a GE Company



Liliana Petrova
Director of Customer Experience
JetBlue Airways



Justin Reilly
Head of Customer Experience Innovation
Verizon Fios



MEET YOUR CX LEADERS



Nuray Gurtekin Sen
Head of Global Process & Quality,
Digitalization & Automation
Siemens



Troy Shaffer
VP Contact Center Operations
Scan Healthplan



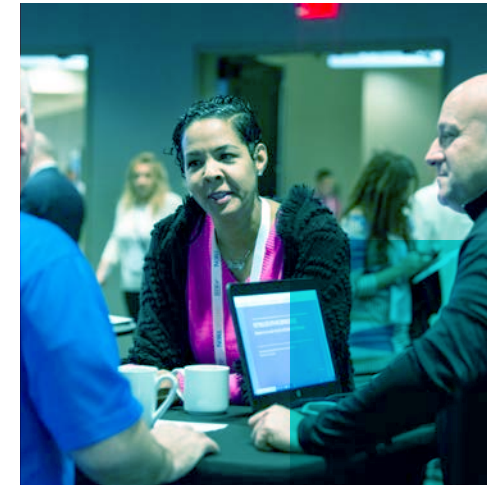
Bernard Slowey
Head of Worldwide Windows
Consumer Support
Microsoft



Kevin Thompson
CMO
**Sotheby's
International Realty**



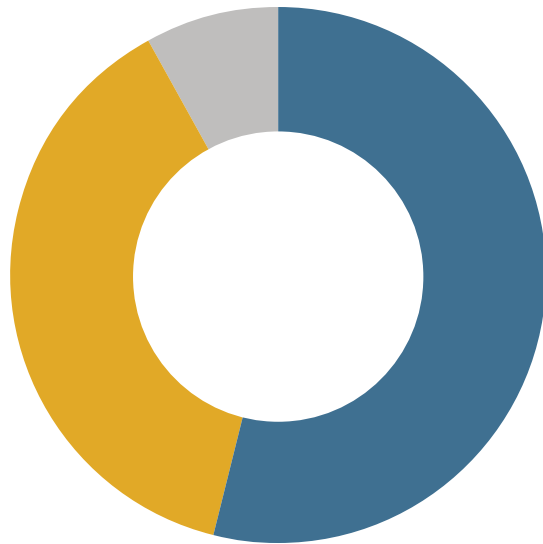
Erin Van Remortel
Customer Experience Strategist
**Verizon Enterprise
Solutions**



The path to Automation requires the synergy of distinct moving parts.

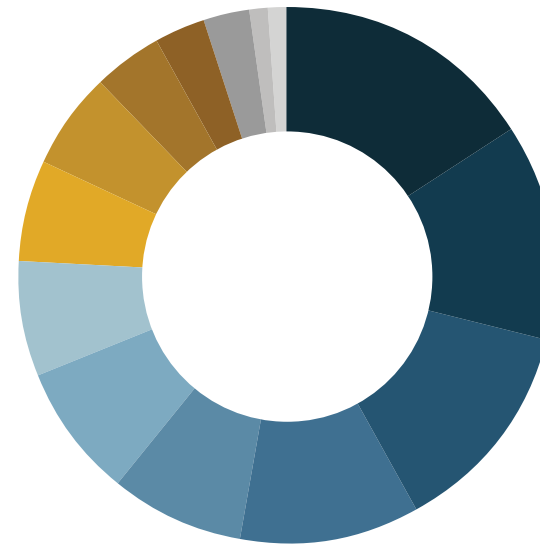
Customer Experience Automation will bring together executives invested in overhauling the talent, culture, and technologies driving customer-centric change.

ATTENDEE SENIORITY



- 54% Director, VP, C-Level
- 38% Manager Level
- 8% Analysts and Specialists

INDUSTRY BREAKDOWN



- 16% Banking and Finance
- 13% Technology
- 13% Retail & Manufacturing
- 11% Healthcare & Pharma
- 8% Public Sector
- 8% Utility & Energy
- 7% Insurance
- 6% Business Support Services
- 6% Travel & Hospitality
- 4% Food & Beverage
- 3% Media & Entertainment
- 3% Telecom
- 1% Defense & Aerospace
- 1% Infrastructure & Construction

[View Attendee Snapshot](#)





SPONSORSHIP OPPORTUNITIES

THOUGHT LEADERSHIP



- Client Case Study
- Workshop Leader
- Event Chairperson
- Roundtable Discussion Leader
- Keynote
- Moderator Sponsor
- Morning Commercial
- Demo Drive Sponsor

NETWORKING



- Breakfast Sponsor
- Luncheon Sponsor
- Cocktail Reception Sponsor
- Coffee Break Sponsor

BRANDING



- Conference Show Guide
- Welcome Bag Sponsor
- Raffle Ticket & Free Item Giveaway
- Seat/Table Drops: Whitepapers, pens, note pads, etc.

SECURE YOUR SPONSORSHIP TODAY



There are limited amount of sponsorship opportunities available. **Contact us today to discuss the value.**

Max Ribitzky, Sales Director, Customer Experience Automation
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ABOUT THE CUSTOMER MANAGEMENT PRACTICE

Customer Management Practice is the analyst, advisor, and industry network that helps companies turn customers into raving fans. We strive to deliver seamless, yet exceptional customer interaction for our practitioners solution providers alike through our multi-platform approach. The goal: exceed the growing expectations of today's experience drive economy by generating unforgettable professional development experiences that simply can't be ignored.