

Dan Gingiss is an international keynote speaker and customer experience coach who believes that a remarkable customer experience can be your best marketing. His 20-year professional career consistently focused on delighting customers, spanning multiple disciplines including customer experience, marketing, social media and customer service. He held leadership positions at three Fortune 300 companies – McDonald's, Discover and Humana.

Dan is the author of the book, *Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media*, a host of the *Experience This! Show* podcast and a regular contributor to *Forbes*. His second book, *The Experience Maker: How To Create Remarkable Experiences That Your Customers Can't Wait To Share*, will be published in mid-2021.

He earned a B.A. in psychology and communications from the University of Pennsylvania and an M.B.A. in marketing from the Kellogg School of Management at Northwestern University.

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