



**A REMARKABLE CUSTOMER EXPERIENCE  
IS YOUR BEST SALES & MARKETING STRATEGY**

**DAN GINGISS**

International keynote speaker, customer experience coach,  
author, podcaster, Founder of The Experience Maker™

# 20 YEARS LEADING IN CORPORATE AMERICA

## EXPERIENCED, CREDIBLE, RELATABLE

Dan's background is a unique mix of marketing and customer experience. He served in multiple leadership positions at three Fortune 300 companies and two B2Bs, and played a key role in Discover Card winning the coveted J.D. Power Award for Customer Satisfaction.

Business leaders don't need someone to pontificate about lofty goals and hypothetical situations. Dan's strong professional background gives him the credibility to recommend simple, practical, and inexpensive solutions to inspire employees to push their company's customer experience to the next level.



### Dan Gingiss

Customer Experience Keynote Speaker & Author





**“ I HAVE NEVER SEEN A  
BUSINESS SPEAKER GET A  
STANDING OVATION FROM  
OUR GROUP UNTIL DAN  
SPOKE TO THEM ABOUT  
CUSTOMER EXPERIENCE.”**

**- LINDSAY PROSS**  
EVENT & TRAVEL SUPERVISOR, BENCO DENTAL



# READY FOR A FRESH PERSPECTIVE?

International keynote speaker Dan Gingiss teaches companies how to make customer experience a competitive differentiator.

He shares engaging, real-life stories and actionable takeaways at live and virtual events, workshops, meetings, webinars, trainings and more.

Dan doesn't just talk about customer experience; his fast-paced, energetic presentation style is meant to actually create an experience for the audience that they'll surely remember.



Ranked at #4 on Book Authority's Top Customer Experience books of all-time



## Featured In:

Forbes

LinkedIn



qualtrics<sup>XM</sup>

TopRank<sup>®</sup>  
Marketing



**“HIS KEYNOTE FEATURED SOME PEAK EMOTIONAL MOMENTS THAT RESONATED WITH OUR AUDIENCE, WHILE ALSO OFFERING EASY-TO-IMPLEMENT TACTICS FOR THEM, NO MATTER WHAT SIZE BUSINESS THEY OWNED OR WORKED FOR.”**



**- LIZ WALZ**

VICE PRESIDENT OF EDUCATION, MARINE RETAILERS ASSOCIATION OF THE AMERICAS



# Global Innovation Challenge

United  
Healthcare



## SELECTED CLIENTS AND EVENTS



SAMSUNG



# AUDIENCE FEEDBACK

“One of the brightest minds on the topics of customer experience, social media and digital experience.”

“Dan’s presentation at our London conference was insightful, engaging and educational.”

“Dan really captured the audience’s attention with humor, practical experiences and examples proving that customer experience is the best marketing tool.”

“Dan Gingiss is making marketing great again!”

“By far the best session, performance or/and experience I have had listening to keynote speakers!”

“Dan gave a fantastic talk—insightful, challenging, thought provoking and inspirational.”

“Dan’s presentation literally inspired our teams to create highly attainable, immediately actionable, delightful experiences for our guests.”







**“ DAN WAS AN AMAZING  
SPEAKER AND ADDITION  
TO OUR CONFERENCE THIS  
YEAR. THE TIME HE TOOK  
TO FAMILIARIZE HIMSELF  
WITH OUR ATTENDEES WAS  
MADE APPARENT IN THE WAY  
HE CONNECTED WITH THE  
AUDIENCE.”**

**- KELLEY BLANCHARD**

EXECUTIVE VICE PRESIDENT, CAREER EDUCATION COLLEGES AND UNIVERSITIES



# **MOST-REQUESTED KEYNOTES**

**HOW A REMARKABLE CUSTOMER EXPERIENCE  
CAN BE YOUR BEST SALES AND MARKETING  
STRATEGY**

**WHY EVERY  
EMPLOYEE IS IN  
THE CUSTOMER  
EXPERIENCE BUSINESS**

**WHY IT PAYS  
TO BELONG: THE  
INTERSECTION OF  
DIVERSITY, INCLUSION &  
CUSTOMER EXPERIENCE**



# ABOUT DAN GINGISS

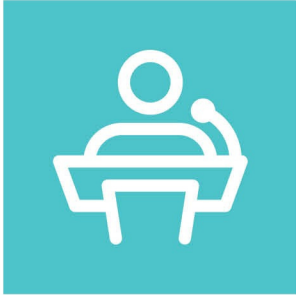
Dan's 20-year professional career consistently focused on delighting customers, spanning multiple disciplines including customer experience, marketing, social media and customer service. He held leadership positions at McDonald's, Discover and Humana before starting his own company, The Experience Maker™.

Dan is the author of two books: *The Experience Maker: How To Create Remarkable Experiences That Your Customers Can't Wait To Share* and *Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media*. He was also a host of the *Experience This!* podcast, *The Experience Maker Live* show, and client shows created for SAP and Avtex.

Dan earned a BA in psychology and communications from the University of Pennsylvania and an MBA in marketing and operations from the Kellogg School of Management at Northwestern University. Dan is also a licensed bartender, a pinball wizard, and he once delivered a pizza to Michael Jordan.



# WORKING WITH DAN



**Keynotes**



**Workshops**



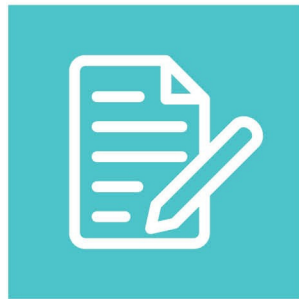
**Webinars**



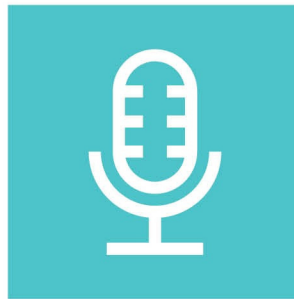
**Coaching**



**CX Inspection™**



**Articles**



**Podcasts**



**Courses**



