

KEYNOTES | WORKSHOPS

CUSTOMER EXPERIENCE ON FAST FORWARD™

From Touchpoints
to Transformations

- Simplify operations
- Build loyalty
- Energize employees
- Boost profitability



*See Why Audiences
Invite Brad Back*



“ If we’re talking about
CX, Brad has to be in
the conversation.
He’s the Godfather of CX.”

- Nate Brown, CX Accelerator



BRAD CLEVELAND

Global Customer Experience and Service Leader

STOP THE DOMINO EFFECT

Because in today's world, customer experience isn't a "nice to have"—it's a growth lever. When service is confusing or inconsistent, organizations pay for it in

- lost loyalty
- employee frustration
- operational cost

Brad Cleveland helps leaders cut through the noise and focus on what works: **simplifying the experience, aligning teams, and making smart use of AI**—without overpromising or losing the human touch.

The result: clearer priorities, stronger performance, and better outcomes for customers, employees, and the business.

MOST REQUESTED PRESENTATIONS

AI in Customer Experience: A Playbook for Getting It Right

A practical, hype-free look at how AI is transforming customer experience—and how you can harness it wisely to empower your team, simplify operations, and deliver better results.

Customer Experience is a Team Sport

An actionable, inspiring presentation of how customer experience really works—and how aligning everyday decisions across teams turns good intentions into great outcomes.

Customer Service Excellence on Fast Forward

An engaging exploration into how the most successful organizations simplify service, support employees, and deliver customer service excellence in the moments that matter most.

From Interactions to Real Impact

A clear-eyed view of how contact centers can move from handling volume to delivering high-value strategic impact.

Leadership in an Always-On World

A grounded, human approach to leading with clarity, confidence, and impact when everything competes for attention.



See Brad in Action



Every engagement—whether focused on **customer experience**, **customer service**, or **contact centers**—is designed to improve clarity, performance, and outcomes.

Keynotes that deliver:

- The clarity and confidence to navigate changes in customer expectations, AI, and the strategic role of contact centers
- An understanding of the levers that create consistently great results—even as workloads evolve
- A proven approach to engaging employees, winning the loyalty of customers, and earning the support of senior leadership
- Clarity on how to align AI initiatives with customer experience strategy
- Confidence to move forward without overpromising or underdelivering
- An understanding of the strong correlation between customer experience, employee engagement, and business results
- The direction, tools and examples of success to transform their team and department
- A powerful approach to decisions and priorities that keeps customers in focus

Brad tailors each keynote to the audience, industry, and goals of your event. He's known for being easy to work with and highly collaborative.



“Not only is he professional and super responsive, he’s just a really great speaker. He truly connects with the audience.”

Informa

“Every time I hear Brad Cleveland speak, I learn something valuable—it’s transformed our team!”

Gopher Sport

“You’ll be happy to know that this was one of the top-rated events for this conference in its history.”

Purdue University

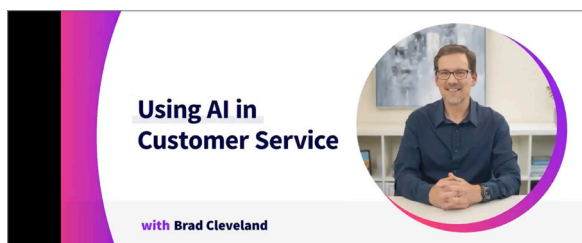
“You will be delighted to know that many of our managers have put your teachings to work and are reaping the benefits!”

Australian Tax Office

Brad Cleveland has been in your shoes. Throughout his career, he has worked in roles spanning the front lines of customer service to leading a global organization. That experience—and years spent helping organizations lead change—shapes the practical, future-oriented perspective he brings to every keynote or workshop.

Brad Cleveland is a globally recognized leader in customer experience and customer service. He has worked across 45 U.S. states and more than 60 countries, with clients that have included Apple, USAA, Samsung, the University of California, and the federal governments of Australia, Canada, and the United States. In his work as a speaker and advisor, Brad has worked with over 70% of the organizations that have the top net promoter score in their industries.

He is the author of *Leading the Customer Experience*, a recipient of an NYC Big Book Award, and *Contact Center Management on Fast Forward*, the industry's top-selling management book. As an instructor for LinkedIn Learning's leadership courses on **customer experience, customer service, and AI**, Brad has reached more than 1 million learners worldwide.



Brad Cleveland

- ✓ Global Customer Experience and Service Leader
- ✓ Top-Rated Speaker
- ✓ Trusted Advisor

“Your knowledge and background, combined with your enthusiasm and motivation, made this seminar a worthwhile experience for us. We would strongly recommend it to any organization!”

UPS

TESTIMONIALS

“**Brad has been a strategic partner to us**, in raising the profile of strategic customer service. Whenever we’ve had the chance to bring him in front of folks in our organization, it’s a recharge for them. It inspires them!”

Larry Eiser, Duke Energy

“Yesterday in his keynote, **I couldn’t write fast enough** to keep notes on what I needed to take with me. He’s got the foundation, but he also understands the strategy of what it takes to make CX work in your organization.”

Bob Furniss, Touchpoint Associates

“I’ve never seen it before in Japan where people are putting their hands up. Really good interaction between Brad and the audience. **Brad, we want you back next year**—book the ticket!”

Chris Eve, Informa Asia

“**Brad is very insightful, very dynamic.** He brings a ton of insight to the table, and we are fortunate enough to have learned from him and bring some of the best practices from customer experience to what we’re doing every day. He’s really helped us on our customer experience and customer service journey.”

Eric Mackowitz, Amica Insurance

“Not only is he an incredible human, he cares so deeply about this work. His passion shines through in everything he does. **He is one of the most dynamic speakers that I have seen at any event.** If you hire Brad for your event, you will not regret it.”

Erica Marois, HDI/ICMI

INVITE BRAD TO SPEAK AT YOUR NEXT EVENT

Keynotes | Workshops | Symposiums

BRAD CLEVELAND

bradcleveland.com | [410-864-0212](tel:410-864-0212)

info@bradcleveland.com

