



Jeanne Bliss

Who else drove the charge for customers inside five major U.S. corporations? Jeanne Bliss' is the ONLY person who has been "Chief Customer Officer" for five major US Corporations: Lands' End, Mazda, Coldwell Banker, Allstate, Microsoft.

Jeanne Bliss helps leaders get the customer on the strategic agenda, redirecting priorities and creating transformational changes to the brands' customer experience. She has driven achievement of 95 percent loyalty rates, changing customer experiences across 50,000-person organizations.

Jeanne developed her passion for the customer at Lands' End Inc., working for founder Gary Comer during its formative stages as Leader for the Lands' End customer experience. Comer has described Jeanne Bliss as "a powerhouse when it comes to driving customer focus. It's in her bones. She has an uncanny ability to cut across an organization and support leaders in the quest to drive the operation of the company toward strong and powerful customer relationships."

She was Senior Vice President of Franchise Services for Coldwell Banker Corporation. Jeanne served Allstate Corporation as its chief officer for customer satisfaction & retention. She was Microsoft Corporation's General Manager of Worldwide Customer & Partner Loyalty. At Mazda Motor of America, she initiated the brand's customer retention effort.

Now managing partner of CustomerBLISS, Jeanne coaches leaders to wrap their company's focus around customers and customer profits. Her book, considered by many to be their customer leadership "bible" is *Chief Customer Officer: Getting Past Lip Service to Passionate Action*.