



WORLDWIDE SPEAKERS GROUP LLC
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JON PICOULT

Jon Picoult is masterful at helping companies impress their customers and inspire their employees, creating raving fans that drive business growth. He is a noted authority on customer experience and customer-centric leadership.

A trusted advisor to the Fortune 500 C-suite, Jon has counseled business leaders worldwide on how to cultivate loyalty in both the marketplace and the workplace – not just by shaping people’s *experiences*, but also by shaping their *memories*.

Princeton-trained in Cognitive Science, Jon uses captivating stories and eye-opening studies to explain the breakthrough, psychology-based strategies that successful companies use to turn everyday people into lifelong fans. Jon leaves audiences enlightened and energized to apply those same techniques in their roles and organizations.

Jon’s insights have been featured by dozens of media outlets, including *The Wall Street Journal*, *The New York Times*, *Harvard Business Review*, *Inc.*, *Fortune* and *Forbes*. His landmark study on the ROI of customer experience is one of the most widely cited pieces of research in the industry, referenced by firms such as McKinsey, Deloitte, Accenture, Forrester, SAP, and Oracle.

Jon is also the author of the Amazon bestseller *FROM IMPRESSED TO OBSESSED: 12 Principles for Turning Customers and Employees into Lifelong Fans* (featured in *The Wall Street Journal* as a top reading pick).

Currently the Founder & Principal of Watermark Consulting, Jon previously held senior executive roles at Fortune 100 firms – leading service, operations, distribution, technology, sales and marketing. Early in his career, at the age of 29, Jon earned the distinction of becoming the youngest executive officer in the over 150-year history of a global financial services firm with \$500 billion in assets under management.

Jon received his bachelor’s degree in Cognitive Science from Princeton University and his M.B.A. in General Management from Duke University.