



WORLDWIDE SPEAKERS GROUP LLC
YOUR GLOBAL PARTNER IN THOUGHT LEADERSHIP

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 and employee experience, and the leadership traits needed to excel at both.

From Fortune 500 CEOs to budding entrepreneurs, Jon has advised 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.

Using captivating stories and eye-opening studies, he explains the breakthrough, psychology-based strategies that great, admired 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 bestselling book, “From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans,” which debuted as an Amazon #1 New Release in its category and was featured in The Wall Street Journal as a top reading pick. The book has earned praise from business luminaries such as Horst Schulze (co-founder of Ritz-Carlton Hotels), Hubert Joly (former CEO of Best Buy), and Marshall Goldsmith (world-renowned executive coach).

Currently the Founder & Principal of Watermark Consulting, Jon previously held senior executive roles at Fortune 100 firms – heading up 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 leading global financial services company.

Jon received his bachelor’s degree in cognitive science from Princeton University and his M.B.A. in general management from Duke University.