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## JON PICOULT

If you're aspiring to satisfy your customers, then you're aspiring to mediocrity. That's the philosophy at the heart of Jon Picoult's work, because building brand loyalty requires impressing customers, not just satisfying them.

Princeton-trained in cognitive science, Picoult recognizes that success in business is as much about shaping customers' memories as it is about shaping their experiences. Using captivating stories and eye-opening studies, he explains the breakthrough, psychology-based strategies that great, admired companies use to turn more sales prospects into customers, and more customers into raving fans. Jon leaves audiences enlightened and energized to apply those same techniques in their roles and organizations.

Jon Picoult is the founder of Watermark Consulting and a noted authority on customer and employee experience. From Fortune 1000 CEOs to budding entrepreneurs, Jon has advised business leaders worldwide on how to cultivate loyalty in both the marketplace and the workplace.

His insights have been featured by dozens of media outlets, including *The Wall Street Journal*, *The New York Times*, *Inc.*, *NBC News* and *Forbes.com* (where he is a regular contributor). Jon's landmark study on the ROI of customer experience is one of the most widely cited pieces of research in his industry. His new book, *From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans*, will be published in October 2021.

Prior to establishing Watermark, Jon held senior executive roles at Fortune 100 companies – 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 leading, global financial services company.

Jon earned his A.B. in Cognitive Science from Princeton University and his M.B.A. in General Management from Duke University.