


Nicholas J Webb

FUTURIST & INNOVATION EXPERT

One of The World's Top Customer Experience (CX) Speakers

Are you ready to take your creative ideas from 'incremental' to 'disruptive' or even 'destructive'? Nick Webb just spoke to one of our teams and **left the group inspired and eager to break our normal conventions**. He's right when he says Innovation is not a bumper sticker - you have to do something to make it come to life. **Cal Austin** Regional Director - Pfizer Innovation 

Why Nicholas is your **BEST** choice

Your audience demands a customer experience speaker who is not merely a theorist but a real-world expert who walks the walk. Nicholas Webb is a multi-award-winning inventor, best-selling author, innovation professor, and the director for the Center for Innovation at WesternU, one of the country's top medical schools. He's the CEO of Lassen Scientific Inc., a management consulting firm providing customer experience management consulting service and training to the best brands in the world. His best selling book "What Customers Crave" is used by many global brands to engineer market-leading customer experiences.

Customer Experience Topics

THE CUSTOMER EXPERIENCE MANDATE

Recent studies suggest that nearly 90% of the top-performing organizations in the world are using customer experience design to drive sustainable growth and profit. Learn how to apply these new principles to increase revenue by as much as 30% without a dime spent on advertising or promotion.

BUILDING A CUSTOMER CENTRIC CULTURE

The best organizations in the world deliver exceptional experiences to their customers, and they're doing this by building organizational cultures that put the customer first. In addition to boosting profits, this commitment to the customer drives quality of work life and the ability to attract and keep the best talent.

Nicholas is A Number One Bestselling Author.



Published by the largest book publishers in the world, Nicholas has a massive body of knowledge from his research. His books include his best-selling books, *The Innovation Playbook*, *The Digital Innovation Playbook*, *What Great Leaders Know*, and his most recent Five Star Rated, Number One Best-Selling book, *What Customers Crave*.



Book now and get a **FREE Digital Book (Breakers)** for your entire audience

WHAT CLIENTS ARE SAYING...

"His presentation was **VERY well received!**"
Jeanette F., Director of Sales Operations / Cigna

"**I got raving reviews**, including from the global head of R&D and head of quality, who were all in the room." *David Lee, Baxalta*

"Nicholas Webb's talk as a **religious experience. Amazing talk.**" *Carla Lyons, VP Marketing / Lillibridge Healthcare Services, Inc.*

"The **best speaker** out of all the years of our event!"
April Love, Marketing Service Manager / Limelight Networks

"**Nick Webb boldly debunks common myths about innovation** and he's not afraid to use children, pumpkins, or massages to do it." *Susan Obermeier*
Association of Strategic Planners / 2013 Co-Chair Speakers Committee

Trusted by The Best Brands In The World



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Nicholas Webb customizes his talks to fit the unique and special needs of your organization and event strategy. You should never hire a speaker without first asking the tough questions about their expertise and the talk strategy.

Book your no obligation consultation with Nicholas today.