



# CHRIS HOOD

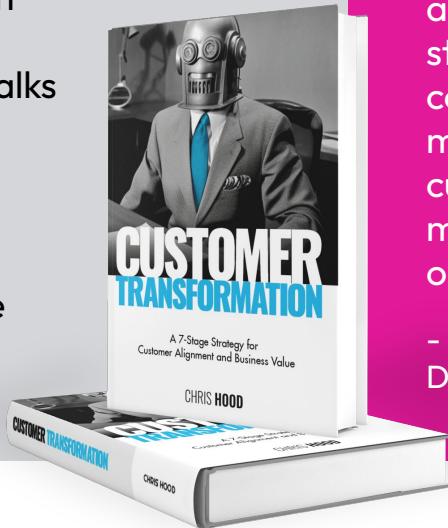
Keynote Speaker • Author • Digital Strategist

Chris Hood, author of "**Customer Transformation**" and digital strategist, has over 35 years of experience in online development. He advises businesses on innovation, hosts 'The Chris Hood Digital Show,' formerly spearheaded Google's Digital Business Strategy and Innovation, and developed storytelling technologies at Fox Broadcasting, and Disney.



## Customer Transformation: A 7-Stage Strategy

Chris Hood delivers impactful keynotes on Customer Transformation, a strategic journey through seven crucial steps. His talks illuminate aspects of customer empathy, ecosystem communities, people integrations, connected moments, and fostering a customer-centric culture. Harnessing technology and business case studies, Chris aligns these elements to engage and inspire your audience.



"Chris' talk was an eye-opener for the way I think about our customers. His storytelling approach completely changed my mindset on what customer-centricity means, and its impact on our technology decisions."

- Kim W.  
Director of Engineering

## Empower Success: Ignite your team's passion and desire for transformation.

**insightful.**

Leveraging years of industry expertise, Chris illuminates the path to Customer Transformation. He offers valuable, thought-provoking insights that drive change and stimulate sustained business growth and customer loyalty.

**interactive.**

With an engaging approach, Chris fosters a dynamic environment. Participants are actively involved in learning, driving home key points on customer-centric strategies through collaborative exercises, questions and assessments.

**inspiring.**

Compelling narratives and real-world examples inspire teams to reevaluate their customer strategies. The talks ignite passion and motivation for transforming customer relationships into loyal partnerships.