**To Whom it May Concern**

I am a customer experience Subject Matter Expert and practitioner. I have deep market research and consulting experience with a focus on VoC, innovation and employee culture.

I have worked vendor, client and agency side in the CX industry for the past 20 years. This includes project managing over 100 customer experience projects with leading brands; projects I have been cited for include with Avios (UK CX Awards Winner 2013 for insights) and Maersk (cited by Forrester).

I have expertise in research (cited by Forrester for my emotion metrics design) and consulting. I am also noted for my speaking engagements, analyst briefs and authorship.

My value to you:

* **CX strategy design**: bringing an outside in customer centric approach to brands
* **CX dev and ops**: interfacing insights from qualitative, quantitative, usability and innovation research into your dev and ops teams as a CX Designer
* **CX Research**: full qual and quant experience at a practical level this includes Journey Mapping
* **CX KPIs**: enabling leading edge measurement approaches to voice of the customer and employee
* **CX training**: training and encouraging your teams (e.g., sales) to build the right customer centric mindset and use the right consultative sales approaches
* **CX analyst and sales support**: write and promote customer experience as a subject matter expert within your firm working alongside your sales and business development teams

My inroads into the CX industry enable me to deliver brand strength that will help you stand-out in the market.

My practitioner experience in CX design, strategy, voice of the customer, training, dev and ops and advisory helps you close the gap between an intent to be customer sensitive and the practical activities you need to deliver on the ground.

I am looking to work for a brand that can leverage this experience. One that is forward thinking, seeks to challenge the market and is open to my thoughts and experience.

Critical needs for me are to work with a company that genuinely wants to invest in this space and allow me to help you grow your revenues with a collaborative team.

To help position me well in you organisation, I am a mid-tier Executive from a consulting and research background with unique Subject Matter Expertise.

I hope this is of interest to you.

Kind regards

Steven Walden