

Instructor Biography



Name: Pierre Daems

Course: *Customer Experience Management*

Pierre Daems is CEO of French-Canadian strategy and management consultancy, **Aube Conseil** (www.aubeconseil.com), specialized in Customer Experience Management.

Pierre's compelling views of business challenges are based on extensive global research on customer/employee engagement issues and twenty years of consulting in diversified sectors such as finance, airport, retail, media as well as public institutions.

Pierre has a keen interest in overseeing corporate transformations needed to really focus on customer experience: employee engagement to serve customers, executive team dynamics and performance, leadership, strategic alignment. Pierre is a well-known expert on customer experience management issues: he is the co-founder of the local CXPA communities (Customer eXperience Professional Association) in Paris and Montreal. He is also a CCXP (Certified Customer Experience Professional).

Pierre is contributing, as an expert, to different services proposed by ACI World like Employee Survey for Customer Experience (ECE) and Airport Customer Experience Accreditation.

Pierre is the co-author of the book "Human companies: management by values", published in 2013. He is a recognized Keynote speaker on Customer Experience Management, in different sectors (airports, cities, etc.).