

Colin Shaw - Biography



Colin Shaw is the Founding Partner of Beyond Philosophy, leading experts in the Customer Experience. He helps organizations think through the ramifications of commoditizing global markets and how this affects relationships with their customers. He shows how building great Customer Experiences adds value, links with the brand and can become a key differentiator that substantially increases customer loyalty and revenue whilst reducing costs. Colin uses concepts backed up by real-life case studies to demonstrate his key points.

Launched globally in 2002, Colin's first book, 'Building Great Customer Experiences' went on to become a bestseller, consistently ranking in the business book top 10 charts and is now available in paperback. Colin's second book, 'Revolutionize Your Customer Experience', was published in 2004 and highlights the Naïve to Natural® (N2N) model which enables senior business leaders to align their organisations to deliver a great Customer Experience.

Colin's global media appearances have included Sky News, CNN, BBC TV, BBC Radio 4 & 5, LBC news, ITN News and Radio. He has conducted many 'phone-ins' and has articles published in The Times, The Independent, The Guardian, Daily Telegraph, Marketing, Marketing Week, Customer Management, Utility Week and many other business publications. Most recently Colin appeared on the entire front cover of the CCF (Call Centre Focus) magazine, with a supporting three page article on Beyond Philosophy.

As a result of his activities, Colin is now widely regarded as the '*Guru of the Customer Experience*'.

Colin is an interactive, thought provoking and accomplished speaker who has delivered many key-note speeches. He is a member of the International Federation of Professional Speakers, the Professional Speakers Association (PSA) and the American National Speakers Association (NSA).

Working with companies at board level on a worldwide basis, Colin helps them to understand the implications of the Customer Experience market and what they need to do to prepare themselves for the future. Colin has also visited No.10 Downing Street on a number of occasions to advise the Government on the public service's Customer Experience.

Colin has enjoyed over 20 years of experience working in blue chip companies, including Mars Ltd, Rank Xerox and BT. He has worked at a senior level in a number of different functional areas including Sales, Marketing, Customer Service and Training. This in turn gives him a very rounded approach to business.

His final position in corporate life was as Director (SVP) of Customer Experience at one of the world's largest global companies, leading over 3,000 people. Colin knows what makes businesses tick and understands the trial and tribulations of running operation units, including the pleasure, the pitfalls, the politics and the policies.

Colin now indulges in his real passions; creating and managing organizational change, strategic thinking, developing original concepts, inventing innovative but realistic solutions and critically working out how these can be practically implemented. Whilst his intellectual rigour is without question, he still manages to keep both feet

firmly on the ground.

He is most importantly a father of three and husband to Lorraine, his life long partner. Colin is a loyal supporter of Luton Town Football club and collects 1966 World Cup Football Memorabilia

Clients Include:



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