



## Colin Shaw - Founder & CEO

Colin Shaw is without question a world leader in Customer Experience. Since 2002, Colin has helped shape the whole industry with his four bestselling books and thought leading work. This has lead 'LinkedIn', the leading business social media website, to pronounce Colin as one of the [top 150 business influencers](#) worldwide.

In 2002 Colin founded Beyond Philosophy™ a global customer experience consultancy. Colin now lives in the Sarasota, FL, USA and remains their CEO. He travels over the globe from their offices in Atlanta and London. Beyond Philosophy specializes in helping organizations to create deliberate, emotionally engaging customer experiences that drive value, reduce costs and build competitive advantage.

Colin has authored four internationally bestselling business books, including: *Building Great Customer Experiences*(2002), *Revolutionize Your Customer Experience* (2005), *The DNA of Customer Experience: How Emotions Drive Value*(2007), and *Customer Experience: Future Trends & Insights* (2010). All published globally by Palgrave McMillan.

Prior to launching Beyond Philosophy, Colin held a number of senior executive positions in Xerox, Mars and British Telecom (BT). He was ultimately appointed Senior Vice President of Customer Experience, where he led a team of 3,500 employees worldwide.

Under Colin's leadership, Beyond Philosophy has undertaken many Customer Experience initiatives with some of the world's biggest companies, including American Express, FedEx, Maersk Line, Aflac, Aviva, T-Mobile and IBM. In the case of Maersk Line, Beyond Philosophy helped Maersk Line, increase their Net Promoter score by 40 points in 30 months. Colin has also advised Governments. He has been a visitor to the Cabinet Office in No.10 Downing Street on a number of occasions.

A sought-after key note speaker Colin's interactive presentation style uses thought-provoking questions, humor and real-life anecdotes to engage, entertain and inform his audience. Audaciously Colin calls organizations live from stage to make a point. Colin is a member of the National Speakers Association, and has presented at countless key note speeches. He has been featured as an expert on CNN, BBC TV, Sky News, BBC Radio. In addition, Colin has been quoted in The Times, Marketing, Marketing Week, Customer Management, and many other publications.

Colin is a devoted family man. He is a keen boater, angler and supporter of Luton Town Football Club. Colin collects 1966 World Cup Soccer memorabilia.

## Recommendations

Source LinkedIn recommendations

Colin is a true expert in the field of Customer Experience Management. His client-side experience combined with his thought leadership in the area of measurement of emotions lend him and his firm very unique capabilities. He is also one of the best public speakers I know!

**Stephan Sigaud**, *President, Harris Interactive Loyalty, Harris Interactive*

Inspirational, challenging, out of the box thinking, Colin's company provides new insights into understanding and working effectively with customers

**Chris Jephson**, *Director, A P Moller Maersk*

Colin is an excellent speaker and a great author, always providing real life examples. Working with his colleagues at Beyond Philosophy, they have been able to establish a framework with good analytical foundations into providing superb insight to the emotions of Customers. As Customer Experience becomes more important to the future of business profitability through greater Customer loyalty, if you ignore to use the knowledge that he wishes to pass on to you then you are in the wrong job!

**Paul Hopkins** *Group Director of Customer Experience, Thomas Cook*

Colin and his team at Beyond Philosophy are true thought leaders and innovators in the Customer Experience space. True to their name, his organization pushes thinking beyond the academic into practical. His experience allows him to foresee barriers and propose realistic solutions to drive organization transformation. He is equally comfortable and effective in understanding and influencing the C-suite and as he is with front-line employees. If you want to understand how to improve the experience your organization is delivering to your customers, you'll want to talk with Colin.

**John Lanphear**, *Experienced Customer Strategy Leader, Merck*

Colin and the team at Beyond Philosophy are truly thought leaders in the field of Customer Experience. Their approach to solving on of the most significant challenges in business is transformational and relevant across multiple industry sectors. The team is knowledgeable, professional and insightful before during and after our engagement. I attribute a lot of my views on the next generation of customer experience analysis and excellence to Beyond Philosophy.

**Loren Barton**, *Global Innovation, Barclaycard*