

# Spring 2019 CXM Best Practices Symposium Program

*Hosted by CXM@MSU*

**Wednesday, April 24, 2019**

**Kellogg Center, Michigan State University,  
East Lansing, Michigan**

7:45 - 8:30 a.m.	Registration and Continental Breakfast
8:30 a.m.	Welcome and Opening Announcements
8:45 - 9:45	<b>Keynote Speaker:</b> <i>Magic in the Air</i> - Carol Campbell, Director - Customer Insight, Delta Air Lines and former Director - Cast and Guest Experience Strategy, The Walt Disney Company
9:45 - 10:00 am	Break
10:00 - 11:00 am	<b>Breakout Session #1: Engaging Employees</b> <ul style="list-style-type: none"><li>• <i>Driving Growth with Employee Social Advocacy:</i> Susan Emerick, Principal and Founder - Brands Rising LLC</li><li>• <i>Building an Awarding Winning Employee Experience:</i> Silvia Dimma, Chief Human Resource Officer - MSU Federal Credit Union</li><li>• <i>Operationalizing Customer Centricity – Overcoming Internal Barriers:</i> Camille Nicita, President and CEO and Sarah Tarraf, Director - Customer Experience - Gongos Inc.</li><li>• <i>Increasing Employee Commitment, Loyalty and Identification with the Organization:</i> Dr. Angela Hall - CXM@MSU Instructor and Associate Professor - Human Resource Management - Michigan State University</li></ul>
11:30 - 12:30 pm	Lunch
12:30 - 1:30 pm	<b>Roundtable Sessions:</b> Variety of CXM Topics (3 – 20 minute sessions)
1:30 - 2:45 pm	<b>Breakout Session #2: Understanding the Customer</b> <ul style="list-style-type: none"><li>• <i>The Consumer Research Behind Rocket Mortgage:</i> Sarah Hickey, Director - Research and Strategy - Quicken Loans</li><li>• <i>What Customers Demand: Applying Jobs-to-be-Done to the Design of Ideal Customer Experiences.:</i> Salvador Bravo, Director of Experience Design - Cast and Hue</li><li>• <i>Learning with Customer Voice at the Center:</i> Patrick Sheposh, Group Director - Customer Experience and Insights, VMLY&amp;R</li><li>• <i>What Customer Personas Tell Us</i> - Forrest Magnuson - CXM@MSU Instructor &amp; Director of Research - ACSI</li></ul>
2:45 - 3:00 pm	Break
3:00 - 4:00 pm	<b>Keynote Speaker:</b> <i>Infusing the EX in CX</i> - Denise Lee Yohn, Brand Leadership Expert and best-selling author of <i>Extraordinary Experiences</i> and <i>What Great Brands Do</i>
4:00 - 5:30 pm	Networking Reception

**WHO WILL BUILD TOMORROW'S BUSINESS? SPARTANS WILL.**