Digital First
CUSTOMER EXPERIENCE

JOE WHEELER

**Founder & CEO
CX/Digital
Keynote Speaker, Author &
Consultant**

Bio

Joe Wheeler is an internationally recognized best-selling author, speaker, and consultant. He is the CEO of CX/Digital a subsidiary of The Service Profit Chain Institute (SPCI), a Boston-based consulting firm he co-founded with Professors Len Schlesinger, James Heskett and W. Earl Sasser of the Harvard Business School. In 2002, he and Shaun Smith co-authored the best-seller: *Managing the Customer Experience*. He followed it up in 2008 with *The Ownership Quotient*, co-authored with James Hesket and Earl Sasser, Jr.

His latest book, *The Digital-First Customer Experience* will be released in July of 2023, and describes the design strategies of leading brands including Nike, Amazon, CEMEX, Starbucks and others.
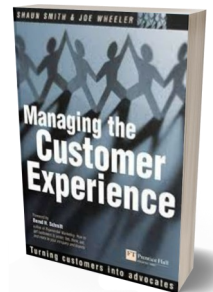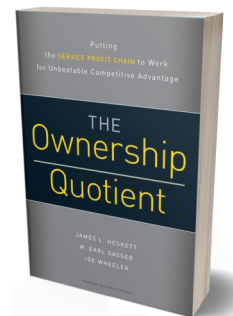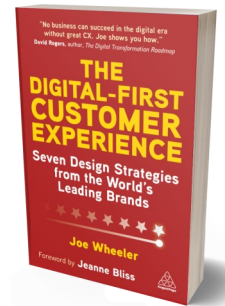
Mr. Wheeler has delivered keynotes to clients and at conferences around the world on topics including, customer experience, digital leadership and corporate culture.

Joe has worked with AT&T, Bank of America, Build-A-Bear Workshop, Digital Realty, Equinix, GoDaddy, Humana, Irving Oil, Maersk. NetOne, Panera Bread, World Fuel Services and many more.

He is also the Founder and Chairman of Bluemvmt, a company with a mission to protect, restore and harness ocean resources for both commercial and conservation outcomes.

Prior to co-founding The Service Profit Chain Institute, he held executive roles at Bank of America, The Forum Corporation and earned an MBA from Edinburgh Business School.

He lives in both Massachusetts and Nova Scotia when he is not on his way to or from a client event.

Clients