**STEVEN WALDEN**

Milton Keynes, **Portfolio**: [www.allaboutexperience.co,uk](http://www.allaboutexperience.co,uk)

Tel: 07956 261109Email**:** stswalden@aol.com

Senior CX manager; senior CX consultant, CX trainer, analyst, senior research manager, and author/ SME. My projects and IP (emotion metrics) are cited by Forrester and helped win the UK CX Awards (insights and culture) for Avios.

* **18 years** **CX** **industry** – CX Manager (5 years) , CX consultancy, analyst,and research (13 years)
* **8.5 years multi-industry** – analyst & consultancy

*Contracting for 5 years, I am equally interested in permanent roles. My focus is* ***clientside****.*

**Experience Director, Europe (*contract*), CXPILOTS**

*Full-service client experience management consultancy*

JANUARY 2023 -

**ROLE: Supporting CEO in EMEA expansion: elevating the brand via writing IP and client education packs**

* Analyst: writing analyst papers on Customer Experience Management for CX Directors

**Customer Experience Manager (*contract covering maternity leave*), ENTAIN GROUP**

APRIL 2022 – JANUARY 2023

**ROLE: Supported Global Head of CX Journey and insights in Medallia (VoC) implementation and Topic tree**

* Project-manager for Medallia operational roll-out with CX and customer operations (inner-loop):
	+ Medallia VOC dashboard: business support for team - user testing and agile development of user roles
	+ Topic Tree: business support for team - accuracy & user testing/ design workshops/ brand hierarchy design
	+ Topic Tree: self-designed emotion topics to improve NSS and Red Words
	+ Agile team facilitation: 20 from ops and CX [inc. workshop facilitation and support for global teams (66)]
	+ NPS Regression Modelling: self-delivered PLS regression, and narrative insights assessment

**Senior CX Consultant (*contract*), REPLY GROUP**

JUNE 2021 – APRIL 2022

**ROLE: Matured customer journey mapping service as an analyst/ SME and provided CX advice**

* Senior consultant: delivering journey mapping for Whitbread, Premier Inn
* Analyst: for White Paper and Methodology: 8 stages of Customer Journey Mapping

**Customer Experience Manager (*contract*), MOTOR INSURERS’ BUREAU**

SEPTEMBER 2019 – JUNE 2021

**ROLE: Led CX management for MoJ project Official Injury Claim; managing 20% of personal injury claims**

* Project-manager within agile build programme (with Pega/ Deloitte) for:
	+ CX, NPS, and journey mapping workstreams (inc. persona design, EX journey mapping)
	+ Employee Experience training document design (Huddle documents for CX)
	+ UX / CX research and preference testing with Ipsos-Mori
	+ inclusivity research with Open Inclusion
	+ Triaging insights to improve CSAT/NPS with UX build team and prioritisation workshops
* Comms and UX writer: UX writing and Guide comms across digital journeys interfacing with MoJ lawyers

**Senior CX Consultant (*contract*), STRATIVITY (LIEBERMAN RESEARCH WORLDWIDE)**

JANUARY 2018 – AUGUST 2019

**ROLE: Helped establish a leading CX consultancy in EMEA part of LRW**

* Senior consultant: delivering consulting and research projects e.g., Zen Internet, Saint Gobain, Npower
* Journey Mapping trainer: using Touchpoint Dashboard software

**Senior CX Consultant, TTEC DIGITAL**

JANUARY 2016 – JANUARY 2018

**ROLE: Project managed EMEA CX consulting and research projects**

* Senior consultant: delivering consulting and research projects e.g. Tarmac
* Business development: sold £200K worth of CX consulting (Yr1) with the sales team
* Analyst: set up brand assets with marketing

**Customer Experience Manager, ERICSSON**

SEPTEMBER 2013 – JANUARY 2016

**ROLE: CX manager supporting global MS sales and advisory**

* Project-manager (Research and documentation) for product portfolio:
	+ Narrative research (facilitating IBM Presidion) to show predictive churn from contact centre wrap notes
	+ Social media: SALT socal data POC; field engineering/ multioperator using platform (Brandwatch)
	+ POC NPS: assessment using narrative platform (SenseMaker) showing MS improvements in CX
* Project-manager (employee experience) for
	+ Design and delivery of CX assessment to support consultative sales approach
	+ CX/NPS Trainer: provided training and sales collateral to global sales teams

**Head of CX Research and Consulting, BEYOND PHILOSOPHY**

*Full-service customer experience strategy consultancy and market research agency*

APRIL 2005 – AUGUST 2013

**ROLE: Set up research methods, directed consulting projects, delivered analyst papers and speeches**

* Head of research and consulting
	+ Directed and designed 50+ CX consulting and research projects
	+ Designed CX Balanced Scorecard and Charter with Baloise Insurance, Turkcell, Avios, Maersk, AMEX
	+ Designed and delivered CX training
	+ Managed 4 consulting reports and field survey suppliers
	+ Managed all Quantitative and Qualitative research inc. using Journey Mapping
	+ Designed Emotional Signature©: emotion metrics approach using PLS regression and Max Diff
	+ Writing analyst papers, books

**OTHER EXPERIENCE**

**ROLE: Consultant, analyst, and research background working client and agency side**

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| **Allegra***,* Senior Consultant & Research Manager*Full-service market research agency* 2004- 2005 | **Omega Partners,** Consultant *Boutique marketplace strategy house* 1996- 1999 |
| **Gartner Consulting**, Consultant, 2000-2004 | **Thomas Cook**, Marketing Executive (contract) 1993-1996 |
| **Royal Mail Consulting**, Analyst 1999-2000 | **MORI Research**, Researcher (contract)1993  |

**EDUCATION AND QUALIFICATIONS**

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| **MA Strategic Marketing Management** **KINGSTON UNIVERSITY** (2003-2004)Graduated with Merit | * Certified in Net Promoter Score (Satmetrix)
* Diploma in Marketing (CIM) (1992)
* Certified UX Writer (UX Writers Collective)
* Certified Agile Practitioner
* Cynefin Framework
* Paralegal (N.ALP)
* Diploma in Law and Practice (CILEX)
 |
| **BA Economics and Geography****EXETER UNIVERSITY** (1987-1990) |
| **11 O’levels and 3 A Levels**  |