**STEVEN WALDEN**

Westcroft, Milton Keynes, *“Motivated to understand the customer”*

Tel: 07956 261109  **Portfolio**: [www.allaboutexperience.co,uk](http://www.allaboutexperience.co,uk)Email**:** stswalden@aol.com

 **EMPLOYMENT HISTORY**

Author, Senior Consultant, Analyst, senior research manager (consumer psychology experience), CX design and management. My projects and IP (emotion metrics) are cited by Forrester and won the UK CX Awards (insights).

* **17 years** **CX** **industry** – 14 years CX consultancy, analyst and research 3 yrs CX management
* **8.5 years multi-industry** – analyst & consultancy
* **1 year** **legal**–personal injury claims for OIC (paralegal qualified: NALP and Cilex Diploma 3)

*Contracting for 5 years, I am equally interested in permanent roles.*

**Customer Experience Manager (*contract*), ENTAIN GROUP**

APRIL 2022 - Present

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

* Project Manager for Medallia VOC Dashboard roll-out
* Project Manger for Text Tree (inc. **designing** emotion topics, PM for topic, and rule validation)
* Project Managing Agile team of 4 for CX VoC developments inc. NPS, inner-outer loop
* Supporting NPS roll-out: delivering PLS regression modeling, EFA, and narrative insights

**Senior CX Consultant and SME (*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 (Whitbread)
* Analyst for White Paper and Methodology: 8 stages of Customer Journey Mapping

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

SEPTEMBER 2019 – JUNE 2021

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

* Project managed CX, NPS, and journey mapping workstreams (inc. persona design, EX journey mapping)
* Project managed UX / CX research and preference testing with Ipsos-Mori and Open Inclusion
* Triaging insights to improve CSAT/NPS
* Project managed and delivered UX writing across digital journeys interfacing with MoJ lawyers and judges

**CX Consulting EMEA Lead (*contract*), STRATIVITY (LIEBERMAN RESEARCH WORLDWIDE)**

JANUARY 2018 – AUGUST 2019

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

* Senior CX consultant delivering consulting and research projects
* Managed business development: £100K (Yr1) from standing start
* Journey Mapping trainer (using Touchpoint Dashboard software)

**CX Consulting and Research Manager, TTEC DIGITAL**

JANUARY 2016 – JANUARY 2018

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

* Senior CX consultant delivering consulting and research projects
* Sold £300K worth of CX consulting (Yr1) with the sales team
* Set up thought leadership brand assets with marketing

**Customer Experience Consultant and VoC Research Manager, ERICSSON**

SEPTEMBER 2013 – JANUARY 2016

**ROLE: CX Consultant, analyst and voice of customer subject matter expert supporting MS sales and advisory**

* Writing analyst papers and conference speaking
* Designed and delivered CX assessment to support consultative sales approach
* Provided CX/NPS training, and thought leadership collateral to global sales
* Project managed research (Presidion) to show NPS/ Churn improvements from the MS platform
* Project managed POC with SALT and multiple operators using social media platform (Brandwatch)
* Project managed first NPS survey using complexity science narratives (SenseMaker)

**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 practice, directed consulting projects, delivered analyst papers and speeches**

* Research delivered 1/3rd of revenue and sales over £500k per annum
* Project Managed and designed 80+ CX consulting and research projects
* Exoerience/ Service designer in projects and developed CX certification
* Designed CX Balanced Scorecard and Charter e.g., for Baloise Insurance, Turkcell, Avios, Maersk, AMEX
* Author: (Future Trends and Insights), CX Analyst papers, thought leadership research (DNA of Customer Experience)
* Designed Emotional Signature©: consumer psychology IP (emotion metrics)
* Managed 4 direct reports; field survey suppliers and a sales team of 10
* Managed Quantitative: field surveys, MVA (SPSS), Conjoint, Max Diff, IAT, SEM, PLS, EFA, Cluster analysis
* Managed Qualitative: Q-sort, Rep Grid, Nvivo, Focus Group, IDI, journey maps, ethnography

**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**  |

**ANALYST PORTFOLIO** ([www.allaboutexperience.co.uk](http://www.allaboutexperience.co.uk))

**ROLE: a proponent of Agile CX, use of design led approaches and new CX metrics using Cynefin and Narrative**

* **Citations:** *Forrester*: emotion metrics design and Maersk CX programme**;** *UK CX Awards***:** Aviosculture/ metric design
* **Books**: with Palgrave: *Customer Experience Rebooted*; *Future Trends and Insights*; *DNA of Customer Experience*
* **Analyst papers**: e.g., Human Emotion in CX; 8 stages of journey mapping; New CX Metrics: Weak Signal and Vactors
* **Speaking**: e.g., Co-Create your Way to Better CX; Measuring CX through Stories