**To Whom it May Concern**

I have 18 years’ experience in customer experience: 5 years as a customer experience manager (CXM) and 13 years in consultancy.

As a CXM, my focus is on project management. Working agency and clientside. I have experience in: CX transformation; journey mapping, employee training;  insights and research; UX research and writing; analyst writing and speaking. The projects I have engaged with have been cross-industry and interfaced with Directors of Marketing, CX, Insights, research, and operations. Client-side brands I have worked for include Entain (Ladbrokes, Coral), Ericsson, and Motor Insurers Bureau (insurance industry-wide); agency side I held senior roles in several CX boutiques.

​Client-side **CX Manager** successes include:

* ​working with the Global Head of Journey and Insights at Entain as a CX Manager on their Medallia platform implementation; topic tree construction and roll-out; emotion topic tree building and regression modeling. This involved collaborating with customer services in inner loop developments and multiple global stakeholders in a large matrix organisation.
* working at Motor Insurers’ Bureau as a CX manager in a UX high-profile £15 million online portal build for the legal industry – Official Injury Claim. This involved collaborating with multiple teams, project managing customer research, UX writing, and – with the UX/UI/ Dev Ops team - integrating a customer focus into the Agile build.
* working at Ericsson’s CX Centre of Excellence, project managing better measures of customer experience for field engineering e.g., through text analytics of wrap notes (IBM Presidion); associating MS mobile data platform improvements to changes to NPS; and integration of social media with field MS platforms to improve customer centricity.  In addition, I trained engineers and global sales teams in NPS and CX as well as providing supporting collateral for them i.e., white papers and consultative sales approaches.

 Agency-side **CX Senior Consultant** successes include:

* ​helping Avios win the UK CX Awards for insights and cultural engagement using an insights-led approach to touchpoint metrics, charter, journey management and CX design. This led to a 30% uplift in campaign metrics.
* being cited by Forrester for my advisory work with Maersk (charter design and roll-out with champions) and my design of the quali-quant emotion metric, Emotional Signature© which empirically delivered touchpoint management scorecards and associated workstreams; used by Baloise Insurance.
* project manager for consulting and insights that delivered the CX Charter, Balanced Scorecard approach and CX design workstream identification for amongst others: Maersk, Zen Internet, Avios and Overbury
* delivering a CX certification course and bespoke CX executive courses with Cranfield Business School.

Prior to CX I worked for 12 years in research, analyst, and consulting firms.

In research I have qualitative and quantitative experience. In addition, I am an author, writer, and speaker on CX.

I believe my experience in voice of the customer (Medallia); CX research (including regression modelling and qual); facilitation of large teams in CX led change; and journey mapping, as well as my substantial CX knowledge expressed through my consulting work training and analyst writing would be a significant asset to your team.

I am looking for a senior CX Manager or equivalent **client-side** role that uses my skills to help design and drive a CX programme emphasising employee engagement. A contractor for 5 years, I am now interested in a role that is contracted/temporary but shows the prospect of turning permanent **or** is permanent.

Kind regards

Steven Walden