

Empower the CX
Experts of Tomorrow

**CUSTOMER
EXPERIENCE
PROGRAM
ADVISORY
COMMITTEE**



Leeds School of Business

UNIVERSITY OF COLORADO **BOULDER**

PARTNER WITH THE UNIVERSITY OF COLORADO, LEEDS SCHOOL OF BUSINESS AS A CUSTOMER EXPERIENCE ADVISORY COMMITTEE MEMBER

Executives around the nation are hand-picked for the committee to provide students an exclusive group of individuals with diverse industry backgrounds to offer different points of view and distinctive leadership qualities, making up a team of accomplished experts who offer innovative advice and dynamic perspectives in their areas of focus.

Leveraging the greatest minds in business, the Advisory Committee contributes unique viewpoints beneficial to the Customer Experience Certificate Program.



As a partner of the committee, your role is to support our faculty and program managers in delivering relevant offerings and strengthening the fundamental mission of the CU Boulder, Leeds School of Business Customer Experience Certificate Program.

POWER OF COLLABORATION

The committee works collaboratively to provide constructive feedback and strategic direction, helping to guide quality improvement and assess program efficacy.



Enlighten participants with real-world case studies, opening them up to the tools and insights your company has discovered and tested along the way.

PASS ON YOUR INDUSTRY KNOWLEDGE

Committee members offer an invaluable expertise to our world-class professional programs. They help to provide immediate ROI back to firms, and ensure the program delivers a syllabus that is current and relevant to business and industry needs.

PROVIDE MENTORSHIP

Post-program mentoring grants participants opportunities for encouragement in their growth and continued skill building.

BE AN AMBASSADOR AND ADVOCATE

Promote the program to your organization, prospective students and stakeholders in the community. Share upcoming course dates and your committee member discounts. Be sure to post social media, and publish communications and press releases.

Customer Experience Program
COMMITTEE MEMBER HIGHLIGHTS  Leeds School of Business
UNIVERSITY OF COLORADO BOULDER

Penny Pritzker
Member of The Board of Directors, Microsoft

How did you get started in Customer Experience?
I graduated with a Bachelor of Arts in economics from Harvard College and a Masters of Business Administration from Stanford University. I holds a bachelor's degree in economics from Rutgers University and a master of business administration from Harvard Business School. I worked for IBM prior to earning my MBA.

What are the biggest accomplishments of your career?
I've delivered many global technology projects for banks, for stock markets, and technology organizations. I would say I have a great deal of pride in the teams that I've managed over the years, especially in their capabilities to understand and identify, delivering for the various businesses that we serve, either by providing new solutions to business problems.

Why did you join the Customer Experience Advisory Committee at CU Boulder, Leeds School of Business?
We need innovative technologies and ever-changing customer experiences to help guide the upcoming experience makers of tomorrow.

What major trends do you see in the future?
Customer Experience (CX) is evolving into one of the fastest-growing and most in-demand fields in the world. Companies that deliver extraordinary customer experience are better for customers, and more profitable and longer lasting than most other businesses.

Why should someone participate in the CU Boulder, Leeds School of Business Customer Experience Program?
As firms create new Customer Experience divisions, the job market is expected to explode for CX Professionals over the next several years.

CU Boulder, Leeds School of Business
Customer Experience Committee Member
Since: 2019
Industry: Technology/Software
Location: Texas
Employees: ~2000
Challenges:
• Staying ahead of competitors
• Offering the best product
• New ways to bring value to experiences

Showcase what drew you to Customer Experience, and why the CU Boulder, Leeds School of Business program is so important to you, in a monthly email newsletter featuring 'Committee Member Highlights' sent to your students and peers.

CUSTOMIZED CORPORATE TRAINING

Grow the learning power at your company with custom experiences designed to provide your executives and professionals a substantive and transformational skillset for long-lasting impact on business performance. Cultivate leadership, devise new strategies, and build the business acumen your firm needs to excel with effective and efficient programs.

Program participants experience customized programs and continued mentoring. All materials, presentations and other offerings can be co-branded to clearly identify your corporation.



Take advantage of exclusive program discounts, including customized corporate training for leaders and work teams.

CUSTOMIZED EXPERIENCES

Work with the university design team to discover pain points and skill gaps, selecting customized options that best fit your requirements and budget. Make industry specific changes to the existing university program, or develop a new curriculum designed expressly for your company.

COMMITTEE MEMBER PERKS

Advance your personal knowledge and stay informed about the program, participants and curriculum by attending online committee meetings. Connect and network with your peers across various industries.



Once you've been granted a seat on the committee, you'll receive a welcome kit filled with university branded items – committee member certificate, acceptance letter, program brochure, CU Boulder magnet, and CU Boulder sticker, to name a few!



BONUS OFFERINGS

Gain access to private university events, work with a personal concierge to utilize university resources, and cheer on the CU Boulder Buffs at prime sporting events.

YOUR NEXT STEP IS SIMPLE

Help generate new ideas, conversations and solutions worth capturing. To learn how you can begin your journey as an Advisory Committee Member for the CU Boulder, Leeds School of Business Customer Experience Program, contact us today!

Call Us!

303.218.3399



Leeds School of Business

UNIVERSITY OF COLORADO **BOULDER**