

## BRAD CLEVELAND

Helping your organization thrive  
in the new era of customer experience®

Brad Cleveland is known globally as one of today's foremost experts in customer strategy and management. A sought-after consultant and speaker, he has worked in 45 states and over 60 countries, and his clients have included many of today's service leaders—Apple, American Express, USAA, the University of California, and others. He's also advised governments in the United States, Australia, and Canada.

Brad's books and articles have been translated into over a dozen languages, and he is an instructor for LinkedIn Learning with featured courses on customer strategy and management, customer service leadership, and customer experience leadership.



He has appeared in *The Wall Street Journal*, *Fast Company*, *Inc. Magazine*, *Forbes*, *U.S. News and World Report*, *CNN Money*, *Kiplingers*, the *Los Angeles Times*, *Washington Post*, *Financial Times*, and the *New York Times*, as well as on major television networks (PBS, CNBC, Fox, MSNBC, and others), NPR's *All Things Considered*, and the in-flight programs of several airlines. He has received numerous industry awards in the customer service and customer experience fields, and was nominated for the prestigious Computerworld Smithsonian 21st Century Pioneering Award. In May of 2012, Brad was recipient of ICMI's Inaugural Lifetime Achievement Award.

Brad was founding partner and former CEO of the International Customer Management Institute (ICMI) now part of London-based Informa plc. He remains a senior advisor to ICMI.

Brad and his wife Kirsten have a grown daughter, Grace. They divide their time between Sun Valley, Idaho and San Diego, California.