



Patricia Seybold is the founder and CEO of The Patricia Seybold Group, a consulting firm that excels in customer-led innovation and customer experience transformation. With over 30 years of experience consulting to customer-centric executives in technology-aggressive businesses across many industries. She is a visionary thought leader with the unique ability to bring clients and lead customers together to co-design business strategies, innovative solutions, and ideal customer experiences.

Seybold is a highly acclaimed keynote speaker at business conferences and industry symposia worldwide. Her visionary insight and experience in designing customer-impacting business processes and implementing leading-edge technologies make her sought after by both business and technology audiences. Seybold is a best-selling author, including the international best-seller *Customers.com*, which topped the charts of the *Business Week*, *Wall Street Journal*, *New York Times*, and *USA Today* best-selling book lists. There are over 500,000 copies of Seybold's books in print in over 15 languages. Her latest book, *Outside Innovation*, describes the new approach to the process of business innovation, customer co-design.

In addition to writing business bestsellers, Seybold has published dozens of research reports each year since the late 1970s. As publisher of Patricia Seybold Group's research, Seybold is responsible for setting the direction of the group's research agenda.

She is frequently quoted in major publications such as *Business Week*, *Wall Street Journal*, *Financial Times*, and *The New York Times*, among others. Her work has also been recently published in the *Harva...*

Patricia Seybold

Speech Topics

- **Vision**
- **Technology**
- **e-Commerce**
- **Customer Service**
- **Communications**
- **Change**

