

MIKE WITTENSTEIN

AND THE STORYMINERS® TEAM



EXPERT BUSINESS SPEAKER

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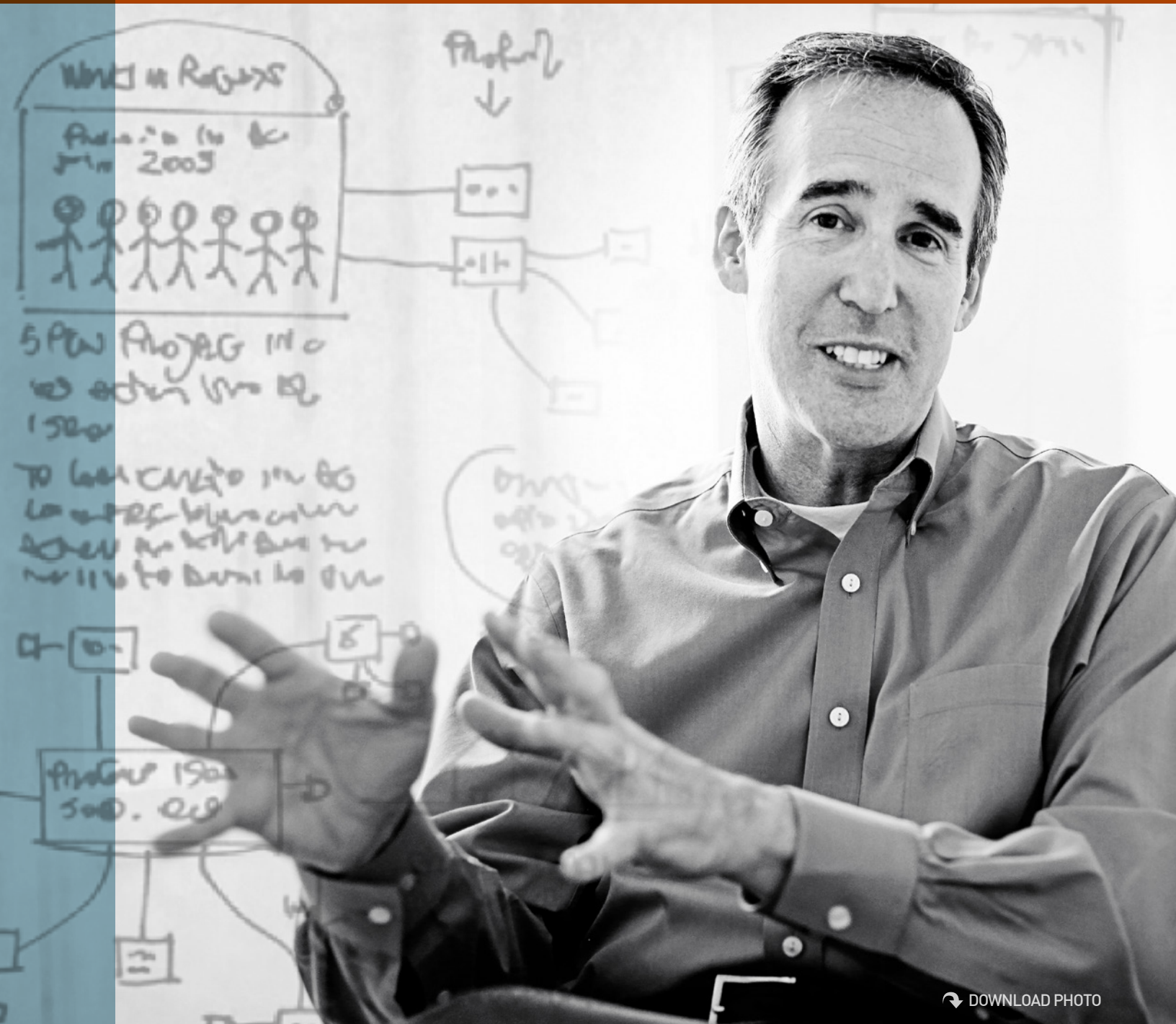
SPEAKER'S KIT

With over \$1.5B in measured influence, audiences benefit from Mike's out-of-the-box thinking and proven skills. His more than 400 presentations and workshops have been the catalyst for customer experience strategy and design around the world.

→ GLOBAL CUSTOMER EXPERIENCE CONSULTANT

→ INNOVATOR → DESIGNER → OWNER, STORYMINERS

Mike Wittenstein continues to innovate and bring new energy to each and every speaking engagement. Using his own brand of storytelling, Mike relates, captivates and illustrates the potential of great customer experience for your business.



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For leadership teams trying to figure out whether to start a project or simply where to go from here, Mike uses a client-vetted, structured outline to get the conversation going.

PROGRAMS

→ Intelligent Experiences

Participants will leave this jam-packed presentation with energy, focus, excitement, and examples. The kind they can use to ignite conversations that lead to internal alignment and positive change. Video examples are customized for each industry or client.

→ How to 'Apple-ize' your Business

In this entertaining discussion, you will learn how to deconstruct Apple's customer service experience and apply it to your own industry. Apple is at the front-line of innovation, changing how entire industries work. Get an in-depth perspective on how to create valuable foundation principles that you can apply to your own business plan.

→ Anticipation: Knowing Sooner Means Serving Better at a Lower Cost

Wish that your organization had a "magic ball" that could predict the future? Since there's no magic ball that we know of, Mike has created simple principles that help you anticipate and predict what your customers want. Being proactive and 'knowing sooner' can mean the difference between success and mediocrity. In this presentation, Mike uses vivid stories and dynamic examples to show you how to enhance your customer's experience without breaking the bank.

→ Journey Mapping

Considered the foundation of customer experience, journey mapping can be used to map the current and future states of customer-focused businesses. Mike takes this common technique to the next level by including a complete overview, guidelines, lively examples and custom-tailored resources for your industry's next event.

→ Store of the Future

In this lively keynote speech, retail leaders and managers will learn how to create an innovative business plan that sets their stores apart from the rest. Mike explains how to adapt your brand, engage employees, improve the bottom line, and win the loyalty of new customers, **WITHOUT** breaking the bank!

→ CX as a Business Strategy

Perfect for those looking for expert guidance and insight into creating a strategy that resonates with consumers. This interactive speech goes beyond studying the average consumer, it brings to light the thought process in creating innovative tactics that win the hearts of consumers.

→ Lower Right Quadrant: Creating Higher Value at Lower Cost

Most business people focus on the top-right quadrant where cost and value are at their highest. However, most customers want the businesses that serve them, even luxury brands, to be in the lower-right quadrant, where value remains high yet costs are at their lowest. In this engaging presentation, your team will learn the importance of changing the business to better meet customers' expectations with an emphasis on low risk and low cost to the bottom line.

All speech topics
can be presented as
keynote, half-day or
full-day workshops.

TRULY AN INTERNATIONAL EXPERIENCE

→ Using the latest examples of best practices from around the world, Mike delivers custom-crafted messages that resonate from the boardroom to the showroom. With humor, energy and real-world anecdotes, he shines a spotlight on the many elements, human, technological, and environmental, that affect the customer experience.

Having traveled extensively and studied internationally, Mike speaks four languages (English, Spanish, Portuguese, and Russian) and is sensitive to tuning each message to be culturally relevant to his audience. Mike travels globally from Atlanta, Georgia.

A close-up portrait of a man with short, dark hair, looking directly at the camera with a slight smile. The image is overlaid with a semi-transparent orange filter.

TESTIMONIALS

“The lecture given by Mr. Wittenstein was rated the highest among all 25 speeches.

The speech was not only rated the highest, but was widely appraised by the participants, who not only appreciated its content but also the way of presentation: very interactive and empathetic approach to the participants.”

- Aleksandra Schoen-Zmijowa, Director
BLU BUSINESS MEDIA

“Mike Wittenstein has made an impact on the businesses of my CEO-level audiences.

I was especially impressed with the way he spontaneously offered spot-on recommendations to those who had specific challenges. One CEO client who engaged Mike’s services told me that she received more benefit from a half day experience with Mike than she received from a one-month engagement from a related service provider.”

- Tom Cramer, Moderator
THE BRAIN TRUST

“As a keynote speaker, Mike opened the first day of the conference and delighted the audience with his view of Customer Experience Design.

Another thing I really liked about his speech, is that Mike adapted it very well to the audience, including examples of how to implement the concept of Customer Experience into the participants’ businesses (Mystery Shopping).

While talking with Mike I was also impressed about how well he is able to speak Portuguese! Considering my experience with Mike, I really recommend him as a keynote speaker and as Customer Experience Expert.”

- Cristiani Cruz de Oliveira
MYSTERY SHOPPING SPECIALIST

“Thank you, Mike, for bringing the topic of customer experience to a new level of relevancy to the store design community by sharing inspiring insights & strategic acumen to our chapter members.

You’ve brought new meaning & focus to our community of designers & architects and helped them to transform their creative focus to be better aligned with CX and it’s importance to creating the best retail environments possible!”

- Brian Dyches, International Chairman
RETAIL DESIGN INSTITUTE

ABOUT MIKE

Mike has been a catalyst for customer experience design and strategy around the world. He completely understands how to bridge the gap between data gathering and new experiences.



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→ His experience spans three decades, more than 25 countries, and over 400 companies. Mike was IBM's eVisionary and launched their first design thinking / customer experience practice.


Meet Mike Wittenstein, CMC, CCXP, DTM, MBA. He doesn't just speak fluently in several different languages about creating customer experience, he lives it. Of all the languages he speaks fluently, he speaks the language of customer experience best. He understands customers and helps businesses around the world understand and serve them better. His approach goes beyond studying the average customer or organizational culture, he dives deep into research and won't stop until he cracks the cultural code. He gets the multicultural human condition through his experiences in studying and working abroad.

Mike is "a designer who can't draw." He's a CX pioneer with several start-ups and consulting practices under his belt, a client roster of 400+ companies in 25 countries, who claim \$1.5B+ in additional value from their work with him. Currently, Mike is the founder and managing principal at Storyminers in Atlanta, GA. He and his team help retail and service firm leadership teams improve their customer experiences with a unique combination of experience, service, and business design.

He's a family man, speaks English, Spanish, Portuguese, and Russian, and squeezes in furniture design/build projects on the weekends.

In addition to the years of experience in the corporate world and as an entrepreneur, Mike has stacked up some pretty impressive academic accomplishments as well as a variety of academic and industry honors.



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EDUCATION

- **Thunderbird School of Global Management**
MBA in International Management & Services Marketing
- **University of Florida**
BA in Foreign Languages & Cultures
- **2 Years Studying and Living Abroad**
Brazil - Univercidade
Russia - Pushkin Institute

OTHER CREDENTIALS

- Global Speaker's Association
- National Speaker's Association
- Distinguished Toastmaster (DTM)
- CXPA Founding Member (CCXP)
- RDI Professional Member
- Institute of Management Consultants (CMC)

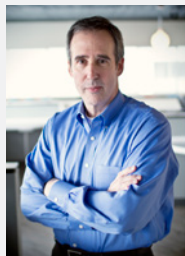
MEDIA SUPPORT

Quick Bio

With over \$1.5B in sales, audiences benefit from Mike Wittenstein's out-of-the-box thinking and proven skills. His more than 400 presentations and workshops have been the catalyst for customer experience strategy and design improvements around the world.



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Hi-Res | Low-Res



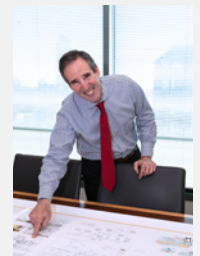
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Photography



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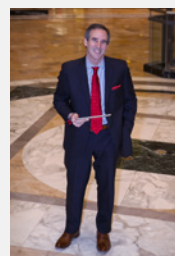
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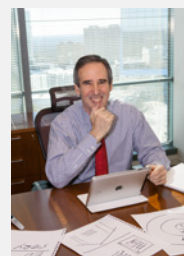
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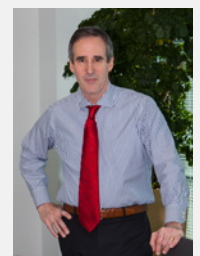
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Videos



Mike Wittenstein
on Customer Experience Design
<http://youtu.be/bldSbrkEYRI>



Mike Wittenstein speaks at the
Creative Problem Solving Institute conference
http://youtu.be/c4RS_P3DGjY

"My responsibility is to feature speakers who engage us, make us think and offer best practices so our members feel like the meeting was a good investment of their time. Mike Wittenstein does that. His laid back style makes him easy to listen to and interact with. Mike took the time to get to know us and shared how to differentiate ourselves through customer experience. His presentation is a prime example of a good customer experience."

- Joe Noonan
BUSINESS MARKETING ASSOCIATION

"We couldn't have enjoyed your presentation any more! 'Personal Branding through Social Media', on February 10th was a hit for the members present at the meeting of the Atlanta chapter. Our members were fully engaged by the information you presented and energized by the possibilities you proposed. Your message was fun, relevant and timely. Thank you so very much for your time and your winning presentation style."

- Deborah Shipman, President
EXECUTIVE WOMEN INTERNATIONAL

"Mike Wittenstein's presentation at our Institute of Management Consultants meeting was highly engaging, thought provoking and energizing. Simply superb. We were impressed by how he customized the program to meet our distinct needs. Mike made us all think more systematically about our clients' experiences. Thanks to his guidance, we are communicating the compelling reasons why they use our services as we build our businesses."

- Stanley Sloan
INSTITUTE OF MANAGEMENT CONSULTANTS



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