



## Evan Carroll Introduction

Evan Carroll is a marketing and customer experience expert and eye-opening keynote speaker who has advised companies across many sectors including retail, healthcare, professional services, technology and higher education.

Evan's second book, *Blue Goldfish*, highlights companies that are leveraging technology, data and analytics to exceed the ever-increasing expectations of their customers.



Evan has presented to audiences at South by Southwest, the Library of Congress, the American Bankers Association, the American Bar Association, and the American Marketing Association, but today he's ours.

He's a less-than-average trumpet player, lover of craft cocktails and all-around nice guy.

Fasten your seatbelts, ladies and gentlemen...here comes Evan Carroll.