



Colin Shaw
Founder and CEO

Colin Shaw is founder and CEO of Beyond Philosophy™, a pioneering global customer experience consultancy with offices in London and Atlanta. Founded in 2002, Beyond Philosophy specializes in the customer experience and is a leader in helping organizations to create deliberate, emotionally engaging customer experiences that drive value, reduce costs and build competitive advantage.

Colin has authored four internationally bestselling business books, including: *Building Great Customer Experiences* (2002), *Revolutionize Your Customer Experience* (2005), *The DNA of Customer Experience: How Emotions Drive Value* (2007), and *Customer Experience: Future Trends & Insights* (2010).

Prior to launching Beyond Philosophy, Colin held a number of managerial positions for British Telecom (BT), including roles in sales, marketing and customer service. He was ultimately appointed Senior Vice President of Customer Experience, where he led a team of 3,500 employees worldwide.

Following his passion for customer experience, Colin founded Beyond Philosophy in 2002. Since then, the consultancy has invested in ground-breaking thought leadership to ensure its clients have access to cutting-edge customer experience management techniques that drive value.

Under Colin's leadership, Beyond Philosophy has undertaken customer experience projects with some of the world's biggest companies, including American Express, FedEx, Maersk Line, TNT, Aflac, Aviva, T-Mobile and IBM.

A sought-after speaker, consultant and executive coach, Colin's interactive presentation style uses thought-provoking questions, humor and real-life anecdotes to engage, entertain and inform his audience, including calling a customer service number from the stage to make a point.

Colin is a member of the Customer Think Founders Council on Customer Experience and the National Speakers Association, and has presented at countless conferences and association meetings. He has been featured as an expert on CNN, BBC TV, BBC Radio 4 & 5, LBC Radio and ITN Radio. In addition, Colin has been quoted in *The Times*, *Marketing*, *Marketing Week*, *Customer Management*, and many other publications.

A devoted husband to Lorraine and father to Coralie, Ben and Abbie, Colin is a keen fisherman, a supporter of Luton Town Football Club and collects 1966 World Cup Soccer Memorabilia.