



Steven Walden

Senior Head of Research and Consulting

Steven Walden was appointed senior head of research and consulting for Beyond Philosophy™ in 2007. Since joining the consultancy in 2005, he held related roles.

Steven bridges the gap between academia and practical application of customer experience management tactics by maintaining strong relationships with several leading business schools. Many of his ground-breaking methodologies, including Emotional Signature®, have been developed and proven in academic settings before being offered as proprietary Beyond Philosophy services.

One of the world's foremost authorities on the use of psychology in customer experience management, Steven is a recognized expert in understanding how emotions and subconscious cues drive or destroy value in a customer experience.

Prior to joining Beyond Philosophy, Steven held positions on both the agency side and the client side, advising blue-chip clients such as Gartner and Royal Mail, on B2C and B2B market strategies.

Steven holds a Master's Degree in strategic marketing with a focus on segmentation methodologies from Kingston Business School. In addition to providing content for several market research blogs, Steven co-authored Beyond Philosophy's most recent international business bestseller, *Customer Experience: Future Trends and Insights* (2010) and contributed to the company's three prior books: *Building Great Customer Experiences* (2002), *Revolutionize Your Customer Experience* (2005), and *The DNA of Customer Experience: How Emotions Drive Value* (2007).

Steven also directed and published the recent Beyond Philosophy 2011 Global Customer Experience Management Survey, a ground-breaking study exploring the current state of the customer experience industry.