



# MARTIN NEWMAN

**SPEAKER | EDUCATOR | AUTHOR | ADVISOR**

Leading positive change for consumers and brands



**Globally renowned speaker and one of the world's leading authorities in customer centricity and customer experience. Martin not only entertains, inspires and educates, he delivers actionable insight for any business audience.**



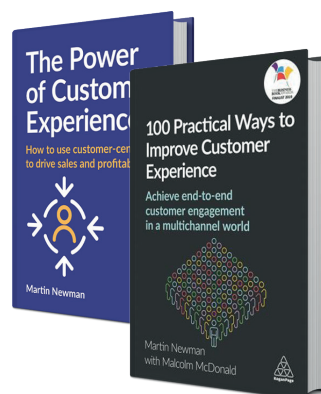
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Known as the Consumer Champion and founder of The **Customer First Group** and **Customer Service Action**. Martin has been working in the consumer-facing sector for 40 years, heading up multichannel operations for brands such as Burberry, Ted Baker, Intersport, and Harrods. He is a trusted board advisor and member, working with brands including The Scout Store, The Mayborn Group, In Kind Direct, Wiggle and White Stuff. Martin also runs a **Mini MBA in Customer Centricity** in partnership with the Oxford Professional Education Group.

AS SEEN ON...



Martin is the author of two best-selling books. **100 Practical Ways to Improve Customer Experience** is seen as definitive within the sector and was shortlisted for the **Business Book of the Year Award 2019** and **The Power of Customer Experience**, the must-have book on how to use Customer-centricity to drive sales and profitability.



## TOPICS

**CUSTOMER CENTRICITY:**

The Building Blocks of Future Success

**TURNING CUSTOMERS INTO FANS:**

How to achieve an emotional connection with your brand

**THE NEW RETAIL PLAYBOOK:**

Guaranteeing Success in a Post-Pandemic World

**CULTURE EATS STRATEGY FOR BREAKFAST:**

Winning The Hearts and minds of both colleagues and customers

**THE NEW RETAIL PLAYBOOK:**

Getting Ready for The Next Phase of Digital Evolution and The Metaverse

**MEASURING WHAT REALLY MATTERS:**

Turning data into actionable insight and Customers into Fans

**MBA IN A DAY:**

Customer Centricity Full-Day workshop

SHOPTALK



TOYOTA



HALEON



Incredibly engaging (and humorous) keynote! Thank you for an outstanding presentation. You captivated the audience and provided a real practical step-by-step guide to putting the customer at the heart of a multichannel business. We've had great feedback – real great content – and appreciate you joining us. Cannot stress how worthwhile you were. 100% recommend booking

Retail Week



Book Martin as your keynote speaker, chair or moderator for your conference, corporate event, dinner or in-house strategy day, away day or workshop.

Enquire Now

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