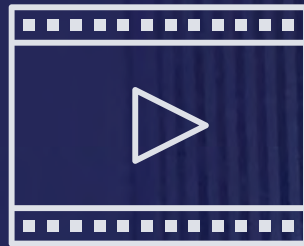


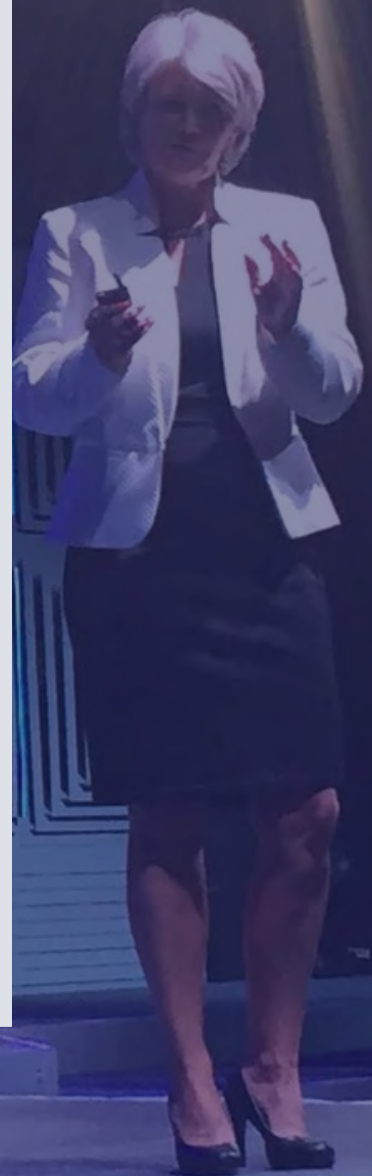
LB LYNN BAKER

CUSTOMER EXPERIENCE SPECIALIST (CXS).
(CX UNIVERSITY) &
EVENT MANAGEMENT SPECIALIST

VIDEO RESUME



CLICK TO WATCH



Contact

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lynn@cx-company.com

www.linkedin.com/in/lynn-baker-aa44a724 (LinkedIn)
www.cx-company.com (Company)
www.cx-company.com/customer-journey-game (Company)
www.executivepresence.co.za (Company)

Top Skills

Customer Experience Management
Marketing Management
Event Planning

Certifications

Emotional & Social Intelligence Competency
Customer Journey Mapping Facilitator
Diploma in Marketing Management
Accredited Customer Experience Practitioner AXCP
Customer Experience Specialist (CXS)

Honors-Awards

Top 12 Women Entrepreneurs South Africa 2019
Top 50 Women to Watch in South Africa 2018
Henley Business School Appoints Lynn Baker Programme Director
Top Women Inspiring Customer Experience Officers

Publications

Top 12 Women Entrepreneurs in South Africa
Top 50 Women to Watch in South Africa 2018
Henley Business School Appoints Lynn Baker Programme Director

Lynn Baker

Customer Experience Specialist (CXS) (CX University)
Dubai

Summary

Lynn Baker is a Certified Customer Experience Specialist (CXS) (CX University) Accredited Customer Experience Practitioner ACXP and Customer Journey Mapping facilitator. Event Management Specialist & Executive Presence consultant.

<https://www.cx-company.com/>

Skills include:-

Customer Experience Strategy Design
Organisational Adoption and Accountability
Customer Centric Culture
Experience Design
CX Measurements, Metrics & ROI
Insights and customer understanding
Venue & Event Management
Executive Presence & Public Speaking coach to senior leadership

A recognised speaker on Customer Experience, Lynn has spoken at conferences on moving beyond delivering customer service to driving customer experience around the world.

Judge at the International Customer Experience Awards Amsterdam from 2018 - 2021 and Gulf Customer Experience Awards Judge in Dubai in 2020 / 2021.

In 2006 Lynn attended the Disney Institute - Quality Service Course in Disneyland Florida and in 2018 participated in the Disney Customer Experience World Summit in Disneyland, California.

In 2018 she was recognised as one of the top 8 Inspiring Women Customer Experience Officers in the world and in 2020 was recognised as one of the Top 12 Women Entrepreneurs in South Africa.

Lynn is a founding Board Member of 'Customer Experience Professionals Association of South Africa.

Passionate about driving employee engagement to deliver on brand promises, Lynn designed the 'Customer Journey Game' interactive training games. The games are designed to immerse employees in a simulated customer journey, allowing them to identify key touch points and pain points in the current customer journey and identify improvements in terms of people, processes and technology. The latest version 'The Customer Service Game' was designed to engage front-line staff - waiters, retail sales & hotel employees to reinforce service behaviors required to deliver on the brand promise.

Prior to establishing The Customer Experience Company, Lynn ran Executive Presence Pty Ltd, an Executive Presence & Public Speaking consultancy specialising in coaching high level executives and global leaders on developing the key attributes of presence, building strategic personal brands and public speaking. From 2016 - 2018 she was Programme Director of Henley Business School - Executive Speaker Programme

Head of Corporate Events for Montecasino in Johannesburg; Africa's largest entertainment, lifestyle and entertainment destination, responsible for overseeing over 100 events a year hosting in excess of 100,000 corporate delegates.

Experience

Customer Experience Company (South Africa)

11 years 6 months

Managing Director

March 2018 - Present (3 years 4 months)

Johannesburg Area, South Africa

<https://www.cx-company.com/>

Customer Experience Strategy Design

Customer centric culture

Experience design

Measurements, metrics & ROI in customer experience

Customer insights and understanding
Customer journey mapping facilitator
Employee engagement training
Luxury brand mystery shopping including extensive reports
Interactive employee experience training games
Customer Experience interactive & immersive employee engagement training
International Keynote Speaker on Customer Experience
Customer Journey Mapping facilitator
Designer - The Customer Journey Game employee engagement process
Mystery Shopping for high end brands

Speaker, Trainer, Customer Journey Map Facilitator on Customer Experience

January 2010 - Present (11 years 6 months)

Dubai, United Arab Emirates

<https://www.cx-company.com/about-lynn-baker>

<https://www.cx-company.com/cx-consulting>

<https://www.cx-company.com/customer-experience-training>

<https://www.cx-company.com/keynote-speeches>

<https://www.cx-company.com/customer-experience-games>

Lew Geffen Sotheby's International Realty

Customer Experience Officer (CXO)

January 2021 - Present (6 months)

City of Johannesburg, Gauteng, South Africa

Customer Experience Strategy Design

Customer Centric Culture

Customer Relationship Management

Design online virtual 'Agent Experience Academy' for 500 Real Estate Agents

Measure & Analyse VoC and improve and implement relevant solutions

Agent Engagement Customer Experience Training

Awards International UAE

Chair of Judges - Gulf Customer Experience Awards Dubai - CX Professional of the Year

February 2021 - Present (5 months)

Dubai, United Arab Emirates

International Customer Experience Awards Judges are required to assess written award applications, as well as Judge physical presentations in a wide variety of CX categories, including but not limited to : CX Business Strategy, Customer Goals & Objectives of CX initiatives or campaigns,

Planning & Implementation of the CX Initiatives or campaigns, Consideration of Stakeholder Engagement in CX initiatives or campaigns, Innovation & Creativity required to create the CX initiative or campaign, impacts and benefits of CX initiatives or campaigns.

Customer Experience South Africa - CXSA

Founding Board Director - Customer Experience Assoc South Africa
November 2019 - Present (1 year 8 months)

Johannesburg Area, South Africa

CXSA Board Member - Marketing & Branding Portfolio

The Customer Journey Game

Designer - The Customer Journey Game interactive employee engagement training

June 2018 - March 2021 (2 years 10 months)

United Arab Emirates

The Customer Journey Game is an interactive employee engagement board game designed to increase employee awareness of the many touch points in the end-to-end customer journey, as well as drive employee engagement in the customer experience strategy.

Executive Presence Pty Ltd

Executive Presence & Public Speaking Consultant
January 2010 - February 2021 (11 years 2 months)

City of Johannesburg, Gauteng, South Africa

Lynn Baker has consulted with many global leaders, senior executives and celebrities on improving Executive Presence and public speaking skills in order to succeed in today's highly competitive world of business.

<http://www.executivepresence.co.z>

Executive Presence & Impression Management

Public Speaking Coaching for senior executives

Executive Presence & Impression Management coaching for high potentials

Planning the framework of a keynote speech

Delivering keynote speeches, board presentations and staff motivational sessions authentically

Designing Sales Presentations that drive decisions

Public Speaking Coaching for Sports Professionals / Legal Professionals / Professional Speakers

Professional Business Image consulting

Media Training Skills

Awards International

Chair of Judges - Int'l Customer Experience Awards - CX Business Strategy & Innovation

November 2020 - November 2020 (1 month)

Chair of Judges for International Customer Experience Awards - CX Strategy & Innovation

Unique Speaker Bureau

Head - USB Speaker Academy

February 2016 - March 2020 (4 years 2 months)

Johannesburg Area, South Africa

Programme Director - Lynn Baker

Henley Business School - Executive Speaker Programme in association with Unique Speaker Bureau.

8 week course.

Awards International

Judge - Gulf Customer Experience Awards 2019

January 2019 - January 2019 (1 month)

Dubai, United Arab Emirates

Awards International UAE

Judge - International Customer Experience Awards 2018, Amsterdam

November 2018 - November 2018 (1 month)

Amsterdam Area, Netherlands

Lynn Baker was invited to be a Judge at the International Customer Experience Awards 2018 held in Amsterdam, Netherlands.

Judge Categories:-

- * Customer Experience - Customer Relationship Management
- * Best Customer Experience Strategy - Customer Centricity

Disney Institute

Disney Institute - Customer Experience Summit 2018

May 2018 - May 2018 (1 month)

Disneyland, Anaheim, California

Henley Business School - Africa

Henley Business School- Executive Speaker Programme Director

April 2016 - March 2018 (2 years)

Rivonia, Sandton, Johannesburg

<http://www.mynewsroom.co.za/executive-speaker-programme-appoints-world-class-speaking-coach-lynn-baker/>

Suncoast Hotel & Casino & Entertainment Resort
General Manager - Suncoast Conference & Corporate Events
June 2003 - November 2010 (7 years 6 months)
Durban Area, South Africa

Responsible for general management, Marketing, Sales, Event Management, venue management, operations and customer experience strategy design and implementation for Suncoast Conference & Corporate Events (+- 500 events per year)

www.suncoast.com

Montecasino Lifestyle, Entertainment & Meetings Destination
General Manager - Montecasino Conference & Corporate Events
March 2001 - January 2010 (8 years 11 months)
Johannesburg Area, South Africa

Responsible for the overall management of Montecasino Conference & Corporate Events including marketing, sales, event management, venue management, operations and customer experience strategy design and implementation. Montecasino Corporate Events hosted - 1000 events per year accommodating in excess of 100,000 corporate guests.

<https://www.montecasino.co.za/>

Montecasino Corporate Events included hosted:-

Meetings (5 - 500 pax)

Conferences (up to 1000 pax)

Banquets (up to 500 pax)

Corporate Hospitality for world class events i.e Lion King, Celine Dion, River Dance, Swan Lake and more

Large scale vehicle launches

Press conferences

Conference Speakers International
Conference Speakers International - Founder & Owner
January 1991 - March 2001 (10 years 3 months)
Johannesburg

Managing Director of Conference Speakers International - Professional Speaker Bureau responsible for the recruiting and training new speakers.

Marketing, sales and promotions of professional speakers to the corporate market for keynote speeches at conferences and corporate events.

Allied Pickfords

Allied Pickfords International Corporate Sales Manager, London UK
1986 - 1989 (3 years)

London, England Metropolitan Area

Overall responsibility for the Pickford's Corporate Sales Division - Local and International

Key account management of +- 500 global corporate accounts

Application and management of high value corporate and government tenders

New business development UK, Scotland, Ireland

Management of London Sales Team at Head Office

Management of corporate accounts finance team

Education

CX University

Customer Experience Specialist Certificate (CXS), Customer Experience · (2018 - 2019)

Disney Institute

Disney CX Summit 2018, Disney Customer Experience · (2018 - 2018)

Customer Journey Mapping

Customer Journey Mapping · (2016 - 2016)

CXPA Awards International

CX Masterclass, Customer Experience Masterclass Dubai · (2015 - 2015)

Disney Institute

The Disney Approach to Quality Service, Customer Experience · (2006 - 2006)



Certificate

OF ACHIEVEMENT

This certifies

Lynn Baker

as a Customer Experience Specialist (CXs)

for successfully completing the online courses and competency
assessment in the Customer Experience discipline.

on this date

February 14, 2019

Signed, Mohamed Latib
Mohamed Latib, PhD
CX University Founder & CEO





Registered Number: 951303
Award Dated: 9 May 2019
Event: ACXP South Africa

IQbusiness
consulting | research | contracting

ACCREDITED CUSTOMER EXPERIENCE PRACTITIONER®

Lynn Baker

Has passed all the pre-requisite tests and is hereby granted the Full Certification and all Rights and Privileges as a ACCREDITED Customer Experience Practitioner ACXP®

In recognition of this achievement may indicate the designation
Accredited Customer Experience Practitioner® - ACXP®

Sten Blom

CEO & CO-FOUNDER
This Professional Certification is Awarded
by BP Group in association with global
partners www.bpgroup.org



Adrian

ACE LICENSED COACH
Company by-laws underwritten by
The Academy for Customer Experience
www.academyofcustomerexperience.com



CERTIFICATE OF COMPLETION

LYNN BAKER

Has successfully completed
Disney's Approach to Quality Service

on

11 – 14 JUNE 2006

WALT DISNEY WORLD, ORLANDO, FLORIDA USA

Certificate

This certificate was presented to

Lynn Baker

for demonstrating mastery of

Emotional and Social Competency Inventory
Accredited Level

on

29-30 October 2012

www.haygroup.com/TL

signed:

Ruth Malloy

date: 30 October 2012



Honours Award

Presented to

LYNN RALSTON

*who was adjudged
The Top Student*

at a graduation ceremony held on

The 19TH Day of SEPTEMBER 1985

Principal. Registrar.



INTERNATIONAL CUSTOMER
EXPERIENCE AWARDS 2018

IN APPRECIATION

PRESENTED TO

Lynn Baker

for Participation as a
JUDGE





Gulf Customer
Experience Awards 2018

IN APPRECIATION

PRESENTED TO

Lynn Baker

for Participation as a
JUDGE



AWARDS
INTERNATIONAL

Mark Hamill

Managing Director, Awards International



24 April 2009

To Whom it May Concern

This serves to confirm that Lynn Baker, in her capacity as Managing Director, Montecasino Corporate Events, operated her company out of Montecasino from 1 March 2001 until 31 March 2009.

When Montecasino first opened its doors, it was decided to outsource conferencing and events to a third party, and Lynn Baker was selected to perform this task for Montecasino.

Over the years, Lynn built up the business to where it is today – a substantial, significant and strategically important part of our business. We have received numerous accolades and awards in this area of our business on a regular basis over the years, which can be attributed largely to the excellent work that Lynn and her team were responsible for.

Lynn has always put the Montecasino brand first, and through her extensive networking and competent, professional execution of her role, has ensured that Montecasino has become and remains one of the foremost conferencing and eventing destinations in the country.

On a personal note, I can vouch for Lynn's absolute integrity, professionalism and competence as a businesswoman and an individual.

Yours sincerely

Steve Howell
General Manager

Henley Business School

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t. +27 11 808 0860 f.+27 11 808 0899 e.info@henleysa.ac.za
www.henleysa.ac.za



24 October 2017

To whom it may concern

Re: Lynn Baker

We at Henley have enjoyed a professional and productive work relationship with Lynn over the last 2.5 years and hope that it continues into the future. Lynn brings an unusual combination of, *inter alia*, professionalism, authenticity and humour into her work at Henley and beyond. She is programme directing a programme run collaboratively with USB and it has been an absolute hit. The delegates have loved the experiential nature of the programme and the high calibre of faculty/speakers. Lynn quickly endeared herself to the candidates who were in awe of her track record and obvious achievements, but soon realised that she has an abundance mindset and is very willing to upskill others and give of her time and expertise.

Lynn really embodies her Executive Presence topic. She is most adept at imparting knowledge in this critical leadership arena but also walks the talk.

We are the richer for having had Lynn on our adjunct teaching staff and thank her for her passion and understanding of adult learning.

Kind regards,

Linda Buckley
Executive Education Director