Center for Services Leadership
Compete Through Service Symposium
Speaker Overview
October 24-26, 2018
wpcarey.asu.edu/symposium
The Center for Services Leadership

Who We Are

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of business strategy in the real world.

The CSL was created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of service. Today, the Center is globally recognized authority and thought leader in the science of competing strategically through the profitable use of service.

Core Strategies

- To conduct and support relevant, meaningful, and rigorous research to advance the science of service across disciplines.
- To provide access to knowledge and knowledge transfer related to the science of service for professionals and students (UG, Masters and PhD).
- To connect and facilitate productive relationships among academic, industry and societal leaders to advance the theory and practice of service.
- To secure current self-sustaining financial model and continue to contribute financially to WPC and ASU.

Key Activities and Partnerships

- Student Education
- Problem-Focused Research
- Executive and Professional Development
- Corporate Membership

For More Information

Please visit http://wpcarey.asu.edu/csl

Our vision

To be the premier self-sustaining and cross-disciplinary university center devoted to what is now, next and after-next in service research and education.

Our purpose

To make a positive difference in how the world is served.

Our overall approach

Bringing the science of service to life by connecting academic, industry, and societal leaders, in community, to discover and unleash the power of service(s).

Our values: Excellence, Integrity, Impact, Community
The Annual Compete Through Service Symposium

“is the gathering of the lions, the place where the best come to learn from one another.”

Dale Dauten, Nationally Syndicated Columnist
What is the Compete Through Service Symposium?

This unique, annual learning experience was designed by the Center for Services Leadership, the country’s leading and most respected academic research center focused on the subject of services. The Symposium has a proven track record of providing executives with effective tools to enable their companies to compete through the strategic use of service.

The event gathers together senior executive speakers from a variety of industries who provide mini-case studies in services innovation. We combine them with academicians and thought-leaders who show the broader perspective. The event brings approximately 200 senior-level participants out of their industry myopia and generates fresh ideas on how to infuse

The Compete Through Service Symposium Vision

A premier learning experience helping executives compete through the strategic use of service and an unrelenting focus on the customer. The Symposium inspires and equips executives to create or enhance:

- New, innovative services
- A culture characterized by a customer-centric focus, employee and customer loyalty and service excellence with the goals of increasing sustainable competitive advantage and profits
- Exemplary, “out-of-the-box” customer service
- Value-added, revenue-producing services
- Underlying all...A focus on the customer
Symposium Content Themes for 2018

Compete Through Service Symposium—Focusing on Culture and Technology to Achieve Service Excellence

It takes an interplay of high quality people and an intelligent use of technology in order for a services business to adapt, grow, and thrive. While technology rapidly evolves, organizational culture remains a constant. This year’s Compete Through Service Symposium will examine and look at both sides of that equation.

**Culture** – Despite ever changing technology, culture remains at the heart of any service business. Without a strong service culture and the people dedicated to uphold it, service experiences will fail. Technology can be bought, but culture must be built over time, and often is hard to imitate. People are also a company’s most important asset and a major source of competitive advantage. CTS will provide insights, cases, and tools on how to recruit, train, retain, and LEAD people in order to grow and cultivate a true culture of service within your organization.

**Technology** – Implementing and managing technological resources and tools is essential for any organization. In our age, the tech environment is constantly changing. At CTS, we will explore how technology – especially disruptive technologies such as robotics, AI, and virtual reality – and data will be shaping the landscape of the service world. We will look at how technology both enhances and elevates existing services as well as how it creates entirely new service offerings and businesses.

For each of these themes, we are looking for a B2B, a B2C and a “Thought Leader” (academic, consultant, author, etc.) for the main stage and two breakout speakers.
## Compete Through Service Symposium

### Event Basics

**WHEN:** October 24-26, 2018

**AUDIENCE:** Leaders in service excellence who are committed to a focus on the customer and the advancement of service strategy and leadership; over 50% VPs or higher from across all industries such as retail, hospitality, healthcare, technology and technical services, financial services, and manufacturing.

**PROGRAM HOST:** The Center for Services leadership, a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of service strategy in the business world.

**FORMAT:** Series of general session and keynote speakers. In addition, we will be devoting a portion of the Friday morning of Symposium to roundtables and lightning talks. The roundtables will consist of three 20-minute sessions on any services topic. The lightning talks will be between five to seven minutes long and will be on any services topic. (With very limited, if any, slides.)

**LOCATION:** The Hilton Scottsdale Resort and Villas
Scottsdale, Arizona

**WEBSITE:** [http://wpcarey.asu.edu/symposium](http://wpcarey.asu.edu/symposium)

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The Symposium is comprised of approximately 200 leaders from Fortune 500 to entrepreneurial firms from many industries, including health, IT, telecom, financial services, manufacturing, entertainment and travel, etc.

Our attendees are senior and emerging executives – Over 65% of Symposium attendees are classified as CEO, President, Executive Vice President, Senior Vice President, Director, or key managers. More than 65% work in B2B settings.

Our attendees are key decision-makers from diverse functional areas: marketing, operations, human resources, etc. The Symposium features both a national and global representation of attendees.

An attendee list from past events is available upon request.
Past Attending Companies Include

A & W Food Services  
AAA Arizona  
AARP  
Abbott Laboratories/  
Abbott Medical Optics  
Agile Pursuits, a P&G Company  
Allscripts  
Amazon  
American Express  
American Marketing Association  
Applied Materials, Applied Global Services  
Arbella Insurance Group  
Arizona Humane Society  
Arizona State University  
AT&T  
Avail, Services, Inc., a Boeing Company  
Avnet  
Bank of America  
Banner Health  
Barrows Neurological Institute St. Joseph’s Hospital  
BBVA Compass  
Blue Cross Blue Shield of Arizona  
Boeing  
Boston Scientific  
Brandtrust  
Carbon 3D  
Cardinal Health  
Customer Care Measurement and Consulting  
Center for Service Intelligence, Belgium  
Charles Schwab  
Chase  
Cisco Systems  
Coca-Cola  
Columbia House  
The Co-operators  
Comcast Cable  
Cox Communications  
CUMIS  
Dell  
Deloitte  
Discount Tire  
Dow Chemical  
DuPont Pioneer & DuPont Sustainable Solutions  
Edward Jones  
Exxon Mobil  
FedEx Services  
First Solar  
Fresh Revenues  
Fujitsu Network Communications  
General Electric  
Great Clips  
Harley Davidson  
Harrah’s  
HBO  
Henny Penny Corporation  
Honeywell Aerospace  
Honeywell Home & Building Technologies  
IBM  
Intel Corporation  
Internal Revenue Service  
Jobing.com  
Johnson & Johnson  
Keysight Technologies  
KVH Industries, Inc.  
La Quinta  
Lenovo / Global Services  
LensCrafters  
Lutron Electronics  
Madison School District  
Marriott  
Mayo Clinic  
Meritage Homes  
Microsoft  
Minnesota Workforce Center  
Mobile Mini  
Motorola  
National Industries for the Blind  
National Instruments  
Neoforma  
neoIT  
Pearson  
Penske Truck Leasing  
Pepsi  
PetSmart  
Philips Lighting  
Phoenix Children’s Hospital  
Phoenix Convention Center  
Proctor & Gamble  
Prudential Insurance  
Rice University–Jones Grad School  
Salesforce  
SAP  
Service 360 Partners  
ServicePower Inc.  
Siemens  
Spear Education  
Salt River Project  
Starbucks  
State Farm Insurance  
Strategic Solar Energy  
Televerde  
The Service Profit Chain Institute  
The Thunderbird School of Global Management  
Town of Gilbert, AZ  
Tulsa City County Library  
Uber  
United Blood Services  
United Stationers, Inc.  
USAA  
USANA Health Sciences  
Video West  
Vixxo  
Vocera Communications, Inc.  
VWR International  
Walt Disney World  
Xerox  
Yamaha  
YSTAS
Past Speakers Include

Captain Chesley “Sully” Sullenberger

Mike Gathright
Director, Americas Customer Service
Amazon

Derrick Hall
President & CEO
Arizona Diamondbacks

Roy Vallee
President & CEO
Avnet, Inc.

Fred Reicheld
Bain Fellow, Author of The Ultimate Question 2.0
Bain and Company, Inc.

Bernie Clark
Senior Vice President,
Schwab Advisor Services
Charles Schwab & Company

John Beuerlein
General Partner, Client Service Excellence
Edward Jones

Greg Manganello
Senior Vice President Services
Fujitsu Network Communications

Bob Parsons
CEO
GoDaddy

Ray Barton
Chairman
Great Clips

Rich Teerlink
Former Chairman, President and CEO
Harley-Davidson, Inc.

Gary Loveman
President and CEO
Harrah’s Entertainment

Len Schlesinger, Ph.D.
Vice Chairman & COO
Limited Brands, Inc.

Lara Lee
Senior Vice President
Customer Experience Design
Lowe’s Companies, Inc.

Julie Moll
Senior Vice President, Portfolio Strategy
Marriott International

Nathan Estruth
Vice President and General Manager,
Procter & Gamble

Randy Wootton
Vice President, Customer Success
Products
Salesforce

David Ridley
Senior Vice President, Marketing and
Revenue Management
Southwest Airlines

Jim Haworth
EVP, Operations
Wal-Mart Stores, Inc.
Contact Information

For Questions and Next Steps:

Visit the Website: http://wpcarey.asu.edu/symposium

Please contact:

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