

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

ASU W. P. Carey
School of Business
Arizona State University

Center for Services Leadership

The Center for Services Leadership



Center for Services Leadership

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).



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 values: **Excellence, Integrity, Impact, Community**

Compete Through Service Symposium

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



Compete Through Service Symposium

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 attendees **out of their industry myopia** and generates **fresh ideas on how to infuse**

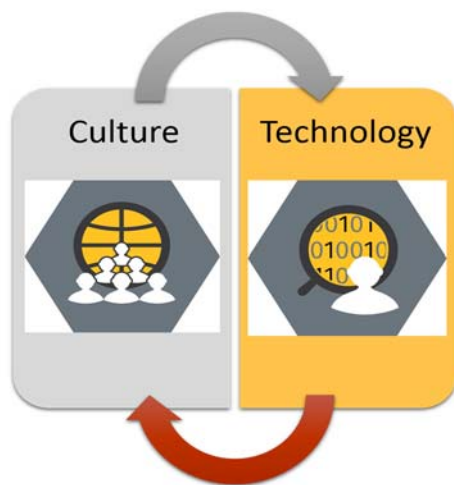
The Compete Through Service Symposium Vision

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

Compete Through Service Symposium

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>
- Contact:**
Alicia Holder, Director, Business Partnerships
Center for Services Leadership, W. P. Carey School of Business
Arizona State University—Direct: 480.965.6274
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Compete Through Service Symposium

Attendee Demographics

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.

Compete Through Service Symposium

Past Attending Companies Include

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

Compete Through Service Symposium

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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