Access to Experts

Ian Golding
Global Customer Experience Specialist, Certified CX Professional – International Keynote Speaker, Blogger, Columnist & Writer

Ian Golding, is a Certified Customer Experience Professional and Customer Experience Specialist. A certified Lean Six Sigma Master Black Belt, Ian has spent over twenty years in business improvement, working hard to ensure that the businesses he works for are as customer focused as possible.

Ian spent 17 years working in a variety of corporate organisations, including The Royal Bank of Scotland, GE Commercial Finance, GE Reinsurance and Brake Brothers Foodservice. In his last permanent role as Head of Group Customer Experience, Ian developed and deployed the Customer Experience strategy for one of Europe’s largest online retailers – Shop Direct.

In 2012, he became an independent consultant, delivering projects in the automotive, financial services, logistics and utilities industries. Ian has continued to work with a plethora of businesses across several sectors, including the pharmaceutical, banking, retail, manufacturing, education and technology industries.

Ian has published over 600 articles on the subject and delivered keynote speeches globally. Ian also served on the inaugural board of Directors of the Customer Experience Professionals Association (CXPA), of which he was a founder member.

Ian was also the first person in the world to be authorised by the CXPA to teach the Certified Customer Experience Professional (CCXP) accreditation. He is also the Course Director, Customer Experience for the Chartered Institute of Marketing.

In 2015, Ian became an Advisor and featured columnist for CustomerThink – a global online community of business leaders striving to create profitable customer-centric enterprises. The site serves 80,000+ visitors per month from 200 countries.

Ian’s first book was published in April 2018 – ‘Customer What?’ The honest and practical guide to Customer Experience’ – is already being well received by professionals around the world.