**OLGA GUSEVA**

* Co-author of 2 international bestsellers, blogger, keynote speaker, consultant
* Managing partner of Integria Consult
* 2020 TOP 150 Global CX Thought Leader
* CXPA recognized trainer (one of the few in the world, the only in Eastern Europe), trainer of the International Customer Experience Masterclass in Russia and Europe
* Member of EEC, international senior-level CX consultancy group
* Market Culture MRITM certified partner
* Judge at numerous CX competitions: Russian CX Awards, International CX Awards, СХ Leader of the Year, DACH CX Awards, Russian CX World Awards
* Member of the Board of Directors of Customer Institute
* CCXP (Certified Customer Experience Professional)
* Ph. D., МВА

**Recent consulting projects:**

* 2021 – 2023 (ongoing) Senior CX consultant with Lexden Group, supporting CX transformation in Russia, South Africa, and South-East Europe for a global B2B company, working in agricultural business
* 2019 – 2023 (ongoing) a key trainer of the Chief Customer Officer 9-month training program, teaching CX competencies, CX leadership, CX strategy, Solution Design, Corporate Culture and Change Management modules
* 2023 – a series of keynotes, strategic workshops and consulting support for Megafon Tajikistan: CX – new paradigm of leadership
* 2023 – strategic workshop for Gazprombank, one of the largest Russian banks: Customer-centric leadership
* 2023 – strategic workshop and a follow-up consulting project for ESTIMA, large B2B producer in construction industry: CX transformation: customer-centric solution

**Recent keynotes:**

* E3 Forum (Middle East)
* German Speakers Association (Germany)
* CX Day 2021, 2022, 2023 (Switzerland, Russia)
* Experia Summit (Sweden)
* eCommerce WorldWide Cross Border Summit (UK, Birmingham)
* CX conference Live Service (St. Petersburg, Russia)
* Opening Service of the Future (Moscow, Russia)
* CX Forum (Vladivostok, Russia) Opening keynote speaker of the Russian CX Awards Ceremony 2019, 2020, 2021, 2022 (Moscow, Russia)

**Publications:**

Co-author of the Customer Experience and Customer Experience 2 books, Amazon #1 Bestsellers in Customer Service Category in US, UK, Canada, Mexico

