



# Scott M. Broetzmann

President, CEO & Co-Founder

*"Companies that have achieved an enduring competitive advantage by delivering an extraordinary customer experience are those that have a genuine courage to act the voice of the customer."*

## Experience

- 35+ years
- TARP US, Chief Operations Officer
- TARP Europe, Managing Director
- Council of Better Business Bureaus

## Education

- University of Wisconsin-Madison, B.A., Psychology/Communication Sciences, 1982
- University of Wisconsin-Madison, Graduate Studies, Interpersonal & Organizational Communication, 1983-1987
- University of Wisconsin-Madison, MA, Communication Arts, 2018

## Board Service

- Advisory Board, Communication Arts Partners, University of Wisconsin-Madison (2009 – Present; Chair, 2013-2020)
- Board Member, National Council of Better Business Bureaus (2013-2016)
- Chair, The Diocesan Fund For Human Need, Episcopal Diocese Of Virginia (2004-2011; Chair, 2008-2011)
- Delegate to Episcopal Diocese of Virginia Annual Convention (2010-2018)
- Member, Advisory Board, 2010, 2011, 2012 Better Business Bureau International Torch Awards
- St. Paul's Episcopal Church, Vestry Member (2000 – 2003; 2011 – 2014 [Senior Warden, 2012 – 2014]; 2017 – 2020)

## Professional Affiliations & Distinctions

- Member, Advisory Board, 2004 Fast Company Customer First Awards Co-Founder, Customer Care Alliance
- Reviewer, California Management Review (CMR) Journal
- Reviewer, Journal of Creating Value

Scott's creed for creating an extraordinary customer experience is simple: invest in those actions that lie at the intersection of increased customer loyalty and a favorable return on investment.

Over the past 35 years, Scott has been empowering marketplace leaders from all industries to deliver a more profitable customer experience by helping them leverage good science.

As he sees it, good science isn't about just keeping score or chasing a number. Good science consists in using the voice of the customer to compel those actions that yield the best ROI for improving the customer experience.

Having collaborated with more than 500 companies, worldwide, in nearly every sector, Scott has a well-rounded, results-focused, and practical perspective on how to make the leap from measuring to managing the customer experience.

A social scientist by training – in the disciplines of Social Psychology and Communication – Scott has a special affection for data, applied analytics, and the value of a fact-based approach to engineering a better customer experience. A pragmatic business analyst by vocation, he believes that the secret sauce for realizing customer experience profitability is motivating managers to translate the voice of the customer into a business case.

As Scott often remarks, "data doesn't take action – people do." Scott's forte is helping companies translate voice of the customer survey data into effective, actionable business plans.

An emerging thought leader, Scott's work and perspectives are routinely featured in the national and international conversation about the customer experience. You might read about his views in The Wall Street Journal, The New York Times, The Washington Post, USA Today, Business Week, Forbes, or Money. Or perhaps you might see his work referenced on CNN, MSNBC, or CBS News.

Scott lives in Alexandria, Virginia with his wife Jennifer and enjoys spending most of his free time with his three children, (Ellen, Elizabeth and Ben) and his first grandchild, Bailey.

