Speaker bios



NAME

Sean Albertson
Say it: SHAWN AL-bert-son

COMPANY

AiSCENT
Say it like “ascent.” The i is silent.

TITLE

Keynote speaker, customer intelligence expert and founder of AiSCENT

KEYNOTE

The Ascent

Headshots and stage photos come with this kit. Please use the bios as written or trim from the end. Questions: sean@albertsonspeaks.com

One line

About 30 words, for agendas and apps

Sean Albertson has spent more than 25 years leading customer experience and intelligence, from start-ups to the Fortune 100, and the last 10 bringing those lessons to stages across North America.

Short

About 60 words, for printed programs

Sean Albertson has spent more than 25 years leading customer experience and intelligence at companies from start-ups to the Fortune 100, and has helped countless more as a consultant. For the last 10 years he has taken that work to the stage. His keynote, The Ascent, puts part of the story on every phone in the room. He is the founder of AiSCENT.

Medium

About 150 words, for event websites

Sean Albertson has spent almost 30 years working on one question: why do good companies with smart people and loads of technology still have so little understanding of their customers?

He started on the front lines of service and went on to lead customer experience and intelligence across service, marketing, finance and technology, at companies from start-ups to the Fortune 100. As a consultant, he has helped countless more. What he rarely saw was a clear route that connected it all, so he built one.

That route is The Ascent. It’s a story-driven climb through six camps to a summit, with a live app that puts part of the story on every phone in the room. Every booking includes an Ascent Report built from the audience’s own anonymous answers.

Sean has spent the last 10 years speaking at customer experience events across North America. He is the founder of AiSCENT, an award-winning author and a CMSWire contributor.

Long

About 300 words, for media kits and introductions in print

Sean Albertson has spent almost 30 years working on one question: why do good companies with smart people and loads of technology still have so little understanding of their customers?

He started on the front lines of service and went on to lead customer experience and intelligence across service, marketing, finance and technology, at companies of every size, from start-ups to the Fortune 100. He has owned the numbers, fought for the budget and kept programs alive through reorgs. As a consultant, he has helped countless more companies do the same. Along the way he watched vendors sell tools, consultants sell frameworks, and teams do heroic work to hold it all together. What he rarely saw was a clear route that connected it all. So he built it.

The Ascent is that route. Built on the Customer Intelligence Maturity Study and on what Sean learned leading these programs himself, it takes audiences through six camps to a summit, from aligned leadership to acting on a single customer in real time. On stage, it's a story-driven keynote with a twist: a live app that puts part of the story on every phone in the room. Some of it is for everyone. Some of it is meant for one person. Every booking includes an Ascent Report built from the audience's own anonymous answers.

The mountain isn't just a metaphor. Sean hikes Colorado's fourteeners, and a few of the lessons in the keynote were learned the hard way, a few hundred feet below a summit.

For the last 10 years Sean has taken that work to the stage, at events including Customer Contact Week, CXPA, Reuters Events and CX Day. He is the founder of AiSCENT (pronounced "ascent"), a customer intelligence firm, and an award-winning author whose books include The Ascent, 4ROCKS and Alignment on the Rocks. He also writes for CMSWire.

> **Introducing Sean from the stage?** Use the separate stage intro. It's written to be read aloud and includes the cue for the opening film.