

Lior Arussy

One of the world's leading authorities on customer experience, transformation, and change, Lior Arussy is an experienced change practitioner, success accelerator, corporate culture expert, and founder of design and transformation firm *Strativity Group*. Called "a triple threat of transformation" by co-founder and founding editor of *Fast Company* William Taylor, Arussy is a unique, critical, global voice helping people worldwide achieve ultimate success.

Arussy has been involved in over 250 global transformations with some of the world's top brands including Mercedes-Benz, Delta Airlines, Royal Caribbean Cruises, BMW, Cadillac, Novo Nordisk, MasterCard, The Met, Thomson Reuters, HSBC, E.ON, FedEx, SAP, University of Pennsylvania, and Johnson & Johnson, among others,

Recipient of several awards, Arussy is the author of seven books including *Next is Now: 5 Steps for Embracing Change - Building a Business that Thrives into the Future* (May 2018, Simon & Schuster), *Exceptionalize it!* (2015) and *Customer Experience Strategy* (2010) Arussy has written over 400 articles for publications around the world, including the *Harvard Business Review*, and multitude of magazines and was interviewed by *MSNBC*, *CNBC*, *Bloomberg TV*, the *Wall Street Journal*, *Fast Company*, *CRM Magazine*, *Smart CEO Magazine*, and *Inc.* magazine.