

Lior Arussy

Lior Arussy spent the first part of his career in various executive positions at world-leading firms, such as Hewlett-Packard. It was at this stage that he recognized that the old, traditional methods of change management were flawed, and simple didn't work for most companies. Lior took it upon himself to create a different methodology – one which recognizes that the key to truly driving a company's change for success, is in putting its most important resource at the center of its transformational efforts: its employees. The idea being that, in order for customers to choose your product and get the most out of it, you not only have to have an exceptional product, but a great, dedicated, happy team that stands behind that product's success.

Today, Arussy is one of the leading global authorities in the fields of Customer Experience, Employee Engagement, and Strategy Execution. He is a Corporate Culture expert, a 'success accelerator', and a proven, passionate change agent. Called "a triple threat of transformation" by William Taylor, co-founder of Fast Company magazine, Arussy has helped many of the world's top brands achieve unprecedented goals in customer satisfaction, growth, and profitability. Among these are Mercedes-Benz, Johnson & Johnson, Royal Caribbean Cruises, Thomson Reuters, HSBC, E.ON, FedEx, SAP, and the University of Pennsylvania, to name a few.

Lior's methodology enabled Mercedes-Benz to reach the much-coveted #1 position in customer satisfaction. Another client, a European logistics corporation, leaped from 3% annual organic growth to 44% annual organic growth in just two years!

In 2003, Arussy founded the Strativity Group, a strategy firm specializing in customer experience consulting, employee engagement programs, journey mapping, and business growth. In addition, Lior has written seven books on business strategy, customer experience optimization, and achieving the ultimate success. He has also written over 300 articles for publications around the world, including the Harvard Business Review, and Chief Executive media, for which he is a regular contributing author. A recipient of numerous awards worldwide, Arussy's accomplishments, insights, and publications have been cited and recognized by leading media, such as The Wall Street Journal, The Financial Times, The Times of London, Smart CEO Magazine, ABC, CNBC, Bloomberg TV, and MSNBC.

Mr. Arussy currently resides in New Jersey with his wife and five children. He completed his undergraduate degree at Case Western Reserve University, and received his MBA from Weatherhead School of Management.

He is a self-professed chocoholic.