THE HUMAN BRAND

# KEYNOTE SPEAKER CHRIS MALONE DELIVERS COMPELLING HUMAN BRAND INSIGHTS AND SKILLS

## for Building Lasting Customer & Employee Loyalty in the Age of AI

People everywhere describe their relationships with brands of all kinds in deeply personal ways—we hate our banks, love our smartphones, and think the cable company is out to get us. What's actually going on in our brains when we make these judgments?

Through his original research, customer loyalty expert Chris Malone shows that we relate to companies, brands, and even inanimate products in the same way that we naturally perceive, judge, and behave toward one another.

Having evaluated over 190 companies and brands around the world, Chris Malone shares compelling insights and stories of fanatical loyalty to companies like Panera Bread, Starbucks, Domino's, WestJet, Chick-fil-A and more, showing how they manage to achieve success and sustain it—even recovering from major missteps—by forging warm and competent relationships with customers and employees.

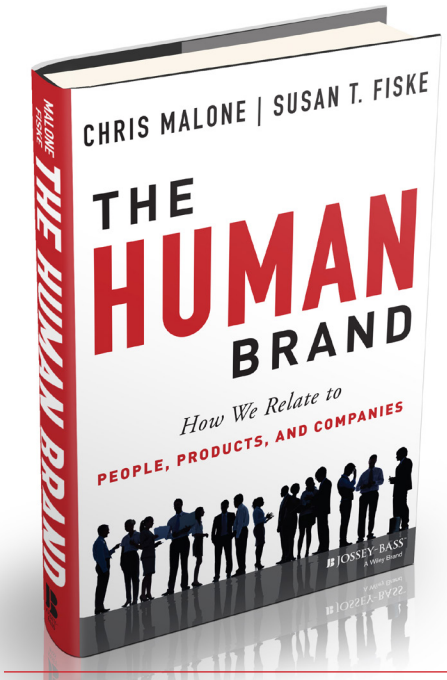
Audiences of all kinds have been enlightened and inspired to discover how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the Age of AI.

### Speaking Topics

The HUMAN Brand:
How We Relate to People, Products & Companies

Back to the Future:
Building Loyalty in the Age of AI

The Employer of Choice:
Attracting Talent in the Age of AI




### DURING CHRIS' COMPELLING AND PERSONALIZED SPEECHES, HE:

- Explains the warmth & competence model of social perception that drives over 80% of human behavior.
- Reveals the key findings of his customer and employee loyalty research with over 190 companies and brands.
- Shows how the Middle Ages of Marketing & Management are now over and why the Relationship Renaissance has begun.
- Shares case studies and real-world examples of how companies like Panera, WestJet, Starbucks, Domino's and Chick-fil-A build fanatical loyalty.
- Details three imperatives for building lasting customer and employee loyalty in the Age of AI.

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## HERE'S WHAT EVENT PLANNERS ARE SAYING:

"Chris Malone energized the audience of 200+ during our annual Global Sales Meeting with his engaging delivery of balancing genuine 'warmth and competence' into one's professional interactions. The message and real-life stories resonated remarkably to a diverse audience whose personal connections with clients and prospects span more than 70 countries."

**Mike Kruszewski, Executive Vice President, Sales & Marketing**
**Power & Tel Corporation**

"Chris Malone was the keynote speaker during for our Annual Convention & Expo and his humor and knowledge held our audience of C-level Fortune 500 executives captive for the entire presentation. We couldn't be more pleased with his professionalism and performance and have no hesitation in recommending him to others."

**Stuart Discount, Chief Executive Officer**
**Professional Association for Customer Engagement (PACE)**

"Chris Malone delivered an impressive and inspiring talk at our International Congress on Customer Experience in Madrid. His compelling insights and stories strike an emotional chord in every culture and language. I recommend him enthusiastically as a speaker for international audiences."

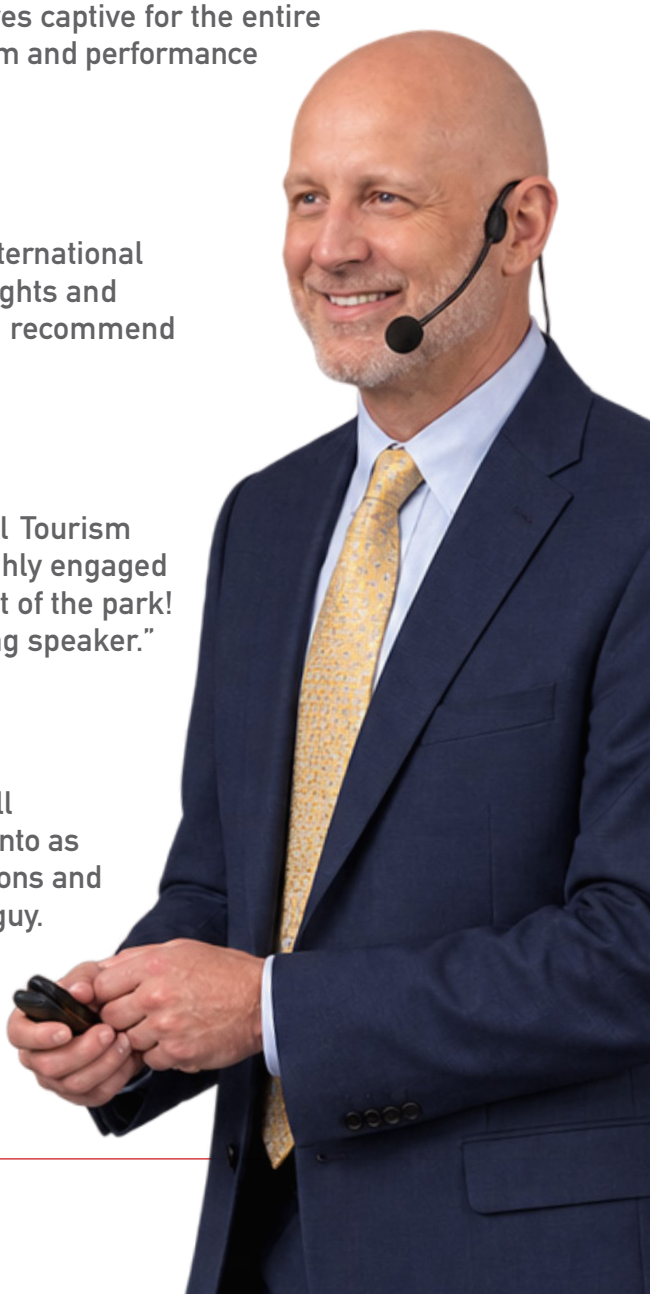
**Jorge Martinez-Arroyo, Presidente**
**Asociación DEC**

"Chris Malone did a great job in his luncheon keynote at our Global Tourism Summit. Our audience of over 1,500 tourism professionals was highly engaged and his message really resonated with them. In short, he hit it out of the park! I would certainly recommend him as an enlightening and inspiring speaker."

**George D. Szigeti, President & CEO**
**Hawaii Tourism Authority**

"Not only is Chris a great motivational speaker, He is also very well educated and has a wealth of business expertise that you can tap into as you converse with him. He stayed after our event to answer questions and converse with attendees. He is also a great stand up and honest guy. I am a better person and business owner since having been introduced to Chris."

**Kacey Christensen, Chief Operating Officer**
**Artic Circle Restaurants, Inc.**



THE HUMAN BRAND

HOW WE RELATE TO PEOPLE, PRODUCTS AND COMPANIES

# PRAISE FOR THIS AWARD-WINNING BOOK

A 2014 Axiom Business Book Award Winner

A 2014 International Book Award Winner

Top Marketing Book of 2013, The Examiner

Five New Books That Are Must Reads for Finance, CFO Daily News

Best Business Books to Get Cozy With, Entrepreneur Magazine

"Put this book at the top of your to-do-list!", Arizona Daily Sun

"The HUMAN Brand cuts through the complexities of marketing local in The Digital Age to tell the simple truth: connections are key."

*Patrick Doyle, Executive Chairman, Restaurant Brands International*

"How do we earn the lasting loyalty of others? Chris & Susan provide some fundamental, yet powerful insights into building relationships that matter. They challenge us to 'come out from behind the curtain' and to lead with courage, conviction and heart. Never before has the humanization of brands and leadership been so vital to success."

*Jay Gould, Executive Chairman, Revere Plastics Systems*

"The HUMAN Brand is a must read for those who want a truly evolved understanding of how to earn loyalty and create lasting relationships with customers. It's a timely look at how modern corporations hold onto customers...and how we drive them away."

*Beth Comstock, Vice Chair, General Electric*

"This insightful book explains in simple terms why trust is at the heart of every healthy relationship, not just between people, but between companies and their customers. It will cause you to completely rethink your current approach to customer relationships, and that's a good thing."

*Tom Long, Chief Executive Officer, MillerCoors*

"In all the noise and all the confusion, these insights on what really matters for corporations to maintain true customer loyalty are invaluable."

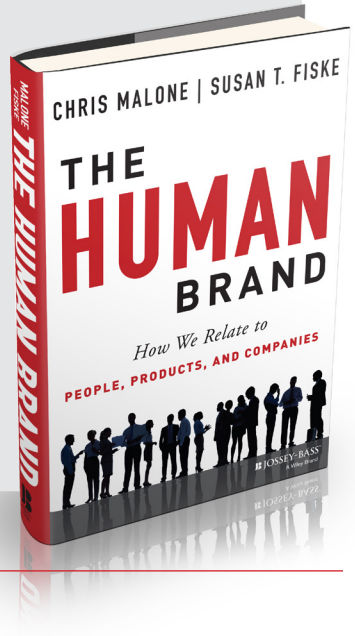
*John Williams, President & Chief Executive Officer, Domtar Corporation*

"This book offers truly ground-breaking insights on the psychology of customer choice and loyalty. It challenges us to rethink what really matters to our customers and what it takes to build strong and authentic relationships with them."

*Ann Muhkerjee, Chairman and CEO, Pernod Ricard North America*

"Chris Malone has a unique talent for uncovering customer insights that challenge conventional wisdom and uncover new growth opportunities. In The HUMAN Brand, he and Susan Fiske offer a new way to understand brands that can be used to deliver more memorable customer experiences that drive profitable growth."

*Ravi Saligram, Chief Executive Officer & Board Member, Newell Brands*



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# MEET CHRIS MALONE

AUTHOR
SPEAKER
ADVISOR

## AN ACCOMPLISHED FORTUNE 500 EXECUTIVE, **CHRIS MALONE** NOW SEEKS TO MAKE A LASTING DIFFERENCE IN THE LIVES OF OTHERS.

Chris is an award-winning author, keynote speaker and consultant who helps clients achieve sustained business growth and performance. As Managing Partner of Fidelum Group, he has worked with hundreds of senior executives in organizations ranging from Fortune 500 companies to start-ups and non-profits.

Previously, he was chief marketing officer at Goddard Systems, Choice Hotels International and Aramark Corporation, and has held senior marketing and sales positions at leading organizations including Procter & Gamble, the National Basketball Association, and The Coca-Cola Company. When time permits, Chris enjoys surfing and playing basketball. He lives in the Philadelphia area with his wife and family.

### PAST SPEAKING VENUES

- Banff World Media Festival
- Cigna Corporation
- Direct Marketing Association
- Duane Morris, LLP
- Eli Lilly & Company
- Hawaii Tourism Authority
- Intl. Air Transport Asscoc.
- John Hancock
- Johnson & Johnson
- Lincoln Financial
- National Restaurant Assoc.
- Nestlé Purina
- Outrigger Resorts
- TD Bank
- The Dow Chemical Company

### FEATURED BY

- Bloomberg Businessweek
- Bloomberg TV
- CNBC Squawk Box
- CNBC Street Signs
- Entrepreneur
- European Business Review
- Forbes
- FOX Business MONEY
- Fortune Magazine
- Inc. Magazine
- Knowledge@Wharton
- Philadelphia Business Journal
- The Wall Street Journal
- Wall Street Journal Live