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FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces Initial Board of Directors

*15-Member Board to Meet for the First Time at Next Week's Inaugural
CXPA Members Insight Exchange Meeting in Boston*

WAKEFIELD, Mass. – Oct. 13, 2011 – The Customer Experience Professionals Association ([CXPA](#)) today announced its 15-member Board of Directors, the initial governing body of the growing industry trade group that was formed in April.

Drawn from both its Corporate and Individual membership ranks, the newly-elected CXPA Board of Directors, each serving a one-year term, will convene for the first time on Monday, Oct. 18, the day prior to the start of the [CXPA Members Insight Exchange](#), the association's inaugural members meeting being held in Boston Oct. 19-20 at the Omni Parker House Hotel.

The CXPA is led by respected experts in the customer experience field – Bruce Temkin, co-founder and chair, and Jeanne Bliss, co-founder and vice chair – and has now attracted nearly 900 total community members since its founding six months ago.

“We are very fortunate to have such a diverse and distinguished group of customer experience practitioners, representing various industries, as members of our first Board who will all help guide the evolution of the CXPA in the next 12 months,” said Temkin.

The CXPA Board of Directors for 2011-2012 includes:

- Brian Andrews, vice president, customer experience and business excellence, Intuit
- Parrish Arturi, senior vice president, customer experience, Fidelity Investments

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- Lior Arussy, president, Strativity Group
- Jim Bampos, vice president, customer quality, EMC Corporation
- Jeanne Bliss, president, CustomerBliss
- Erica Bullard, vice president, customer experience, Healthy Directions
- Ginger Conlon, editorial director, 1to1 Media
- Chris Davey, senior vice president, managing director and worldwide head of commerce and innovation, SapientNitro
- Kimberly Edmunds, senior vice president, customer operations, Cox Communications
- Karyn Furstman, vice president, customer experience, Safeco Insurance
- Ian Golding, head of group customer experience, Shop Direct Group
- Dorsey McGlone Russell, vice president, customer experience global accountabilities, LexisNexis
- Jason Mittelstaedt, chief marketing officer, RightNow Technologies
- Karl Sharicz, director of customer intelligence, SimplexGrinnell
- Bruce Temkin, managing partner, Temkin Group

The conference registration fee for the two-day CXPA Members Insight Exchange is \$495 for CXPA members and \$795 for non-members. The fee for non-members includes a complimentary one-year membership to the CXPA. Additional information about CXPA's membership structure, benefits, and dues can be found at cxpa.org/join.

About CXPA

The Customer Experience Professionals Association is a global, non-profit organization dedicated to the advancement of customer experience management best practices. It provides customer experience management professionals with educational and networking opportunities to help them succeed, and facilitates the industry-wide advancement of the discipline of customer experience management. The CXPA's members include individuals who develop, manage, optimize, and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts, and other stakeholders in the industry. The CXPA has more than 60 [Corporate Members](#) and nearly 900 customer experience professionals in its community. CXPA Gold Sponsors include Adobe, Confront, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology, Vivisimo, and Vovici. Clarabridge, Inc., Corsential, Mattersight Corporation, and ResponseTek are CXPA Silver Sponsors. For more information, visit cxpa.org.

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