



COLLABORATIVE GAIN

Phil Terry

Pioneer in CX and Leadership



Invite Phil Terry to speak. One of Fast Company's "100 leaders shaping the 21st century."

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I wish I'd read this 10 years ago!
That's how great it is.

— Alan Webber, co-founder

FAST COMPANY

Phil gave a terrific presentation.

— Paula Kerger, CEO

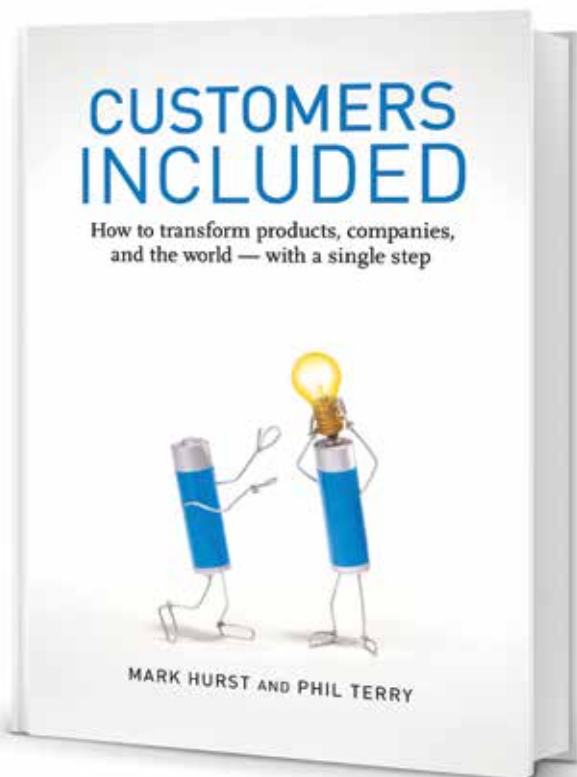


A valuable investment of time.

— David Rabkin, EVP



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THE TALKS



JUST A FEW OF THE 350+ COMPANIES & CONFERENCES WHERE PHIL HAS SPOKEN:

Topics

- * Customers Included
- * AI and CX
- * The Leadership Art of Asking for Help
- * Leadership Lessons from Warren Buffett and Charlie Munger

Phil leads product, marketing, data science, and senior management teams through the most critical questions facing businesses today:

- Why do most companies still create products, services, and experiences that are mediocre at best?
- How are new machine-learning-based products like the Amazon Echo, the Tesla Autopilot, and others reshaping customer expectations?

Formats

Invite Phil to speak to all kinds of audiences:

- * 20 to 20,000
- * CEOs and Boards of Directors to broad cross-sections of companies
- * Silicon Valley to San Antonio to Dubai and London





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I highly recommend Phil—we loved his talk.

- Sara Ortloff Khoury, VP Global CX at



Phil's talk brought a lot of ideas and tangible lessons.

— Sam MacDonnell, CTO



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BIO

Phil Terry, Founder & CEO

Phil Terry has been a pioneer in customer experience, product development, and leadership since the 1990s. He's the founder and CEO of Collaborative Gain and has spent time at McKinsey, Internet startup PlanetAll (later bought by Amazon) and was the CEO of Internet pioneer Creative Good for 15 years where he developed and oversaw the delivery of their groundbreaking customer experience consulting methodology.

Phil has written about leadership and customer experience in the Harvard Business Review and co-authored a book, "Customers Included", about learning from and collaborating with customers. The book details his 20 years of experience working with companies and leaders from Apple to Facebook, and Google, from Amazon to Warby Parker and Walmart.

Phil also sits on the board of Mind the Product, a global community of digital product leaders, startups like StellaService and university boards like the Harvard Business School's Rock Center for Entrepreneurship and the University of Southern California Institute of Innovation and Startup Garage.

Fees

\$15,000 plus travel expenses

Next Steps

Review videos below or contact Maya Pacheco and she'll send you a free copy of Phil's book and work with you to help you understand how Phil can have a big impact on your company, conference, or university.

Get in Touch

Maya Pacheco
Maya@collaborativegain.com

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