



COLLABORATIVE GAIN

Phyl Terry
Customer Experience Pioneer



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

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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

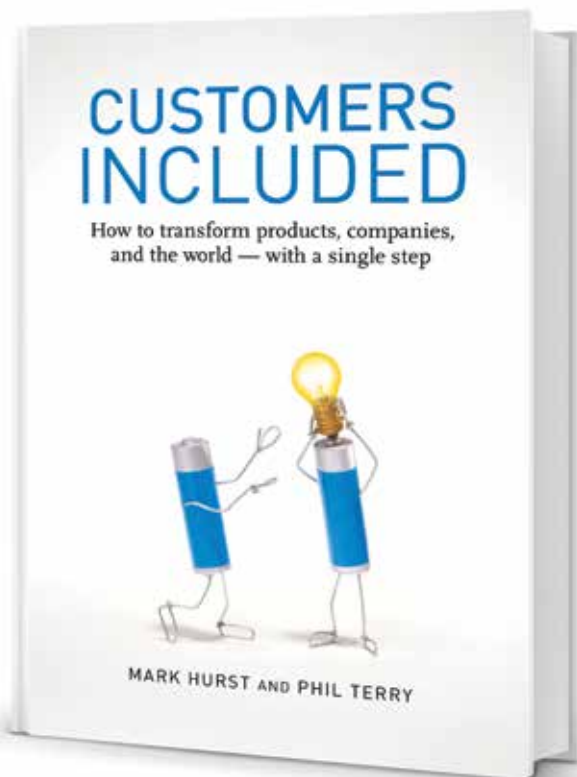


A valuable investment of time.

— David Rabkin, EVP



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THE TALKS



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

Topics

Phyl 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 teams can navigate internal obstacles to create products that customers love?

Formats

Invite Phyl 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
- * Internet startups to Fortune 500 companies
- * CEO Summits to large public conferences

Phyl is versatile and believes everyone across the business landscape should learn how to listen to, learn from and include the customer—and brings passion and years of learning to every audience.





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I highly recommend Phyl!
- Sara Ortloff Khoury, VP
Walmart then Google



Phyl's talk brought a lot of
ideas and tangible lessons.
- Sam MacDonnell, CTO



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BIO

Phyl Terry, Founder & CEO

Phyl is the founder and CEO of Collaborative Gain, a leadership community of senior executives in product management and general management in the digital space – and was the two-decade CEO of customer experience and product management pioneer Creative Good.

Phyl has written about leadership and customer experience in the Harvard Business Review, written extensively about careers, including in their book, Never Search Alone, and co-authored Customers Included, which details 20 years of experience working with Apple, Facebook, and many others..

As a speaker, Phyl has given more than 300 keynotes and featured talks at events like the Harvard Business School Distinguished Speaker Series, industry conferences, and private companies like Airbnb, American Express, Apple, Google, Microsoft, and many, many others (see a partial [list](#) of companies, and [speaking endorsements](#)).

Phyl has been profiled and quoted extensively in publications like the Wall Street Journal and the New York Times and named by Fast Company as one of the Fast Company 100 – 100 leaders shaping the 21st century.

Fees

\$10,000 plus travel expenses (\$7,500 for Zoom session)
or
\$5,000 plus travel expenses for Collaborative Gain members (\$3,500 for Zoom-based 1 hour session)

Next Steps

[Set up a call](#) with Charlee Riggio and she'll help you understand how Phyl can have a big impact on your company, conference, or university.

Charlee Riggio

[Set up a call](#)

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Quick Links

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