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INTRODUCTION

What does the future of customer experience really look like? And what is going to shape the decisions, motivations and priorities of the consumer of tomorrow? Our next speaker not only knows the answers, she has been predicting them, shaping them, and helping organisations navigate it all and thrive for well over two decades.

Amanda Stevens is Australia's leading consumer futurist — an author of six best-selling books on sales and marketing, including her latest release *Radical Customer Obsession*, a blueprint for turning customers into lifelong advocates. She is a former Young Australian of the Year, a recipient of the Centenary Medal for business innovation, and in 2018 was named Keynote Speaker of the Year by Professional Speakers Australia.

She has delivered more than 1,700 presentations in 17 countries, captivating audiences with her rare blend of sharp insights, fresh perspectives, and laugh-out-loud humour. Amanda is obsessed with understanding why people buy — and how brands can out-care, out-serve, and out-innovate their competition, even in times of massive change.

Today, she is here to take us on an unforgettable journey into the mindset of tomorrow's consumer, with ideas you will be talking about long after this session ends.

So, open your minds, fasten your seatbelts, and get ready for an inspiring ride.

Please welcome the consumer futurist — Amanda Stevens!

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