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2021 CX Impact Awards Finalists Announced – Winners Revealed during Global CX Day Celebration

[MINNEAPOLIS, MN September 22, 2021] The Customer Experience Professionals Association ([CXPA](#)) announces 21 customer experience (CX) professionals as finalists for the annual CX Impact Awards. The CX Impact Awards recognize the impact individuals play in advancing customer experience in three categories: advancing overall customer experience in their organization; improving diversity, equity, and inclusion outcomes in their organization; and advancing the CX profession. The winners of these esteemed awards will be announced on a live broadcast during the global [CX Day](#) celebration. The public can join the worldwide CX community to hear from the winners on October 5, LIVE 12 Noon CDT (5PM – UTC).

“In our 10th year as an association, we are excited to celebrate our CX leaders and their organizations who are working to ensure that all customers have positive experiences.” said Greg Melia, CAE Chief Executive Officer for CXPA. “Congratulations to these CX leaders who share, learn, inspire, and grow the CX discipline. CX is a team sport; we all grow from the support and knowledge of these CX professionals.”

In addition to the Impact Awards, on [CX Day](#) CXPA will showcase CX professionals from around the globe in a series of 10 regional panel discussions, highlighting CX successes and perspectives from Africa, Asia, Australia, Brazil, Canada, Europe, Latin America, the Middle East, the U.K., and the U.S.. CX Day will also highlight company celebrations and offer discussion starters to jump-start CX conversations in your teams and organizations.

In recent years CXPA has awarded the Impact Award to deserving professionals from IBM, Fannie Mae, Foot Locker, Inc. and more. We are delighted to announce the top Impact Award Finalist who stood out amongst the pool to our judges are:

Impact on CX in an Organization

Leandro Coelho--CX Director, Telefonica/Vivo (*Brazil*)

Georges Essama—Customer Relations Manager, Cameroon Telecommunications (*Cameroon*)

Gloria Gupta—Director, Sales, Services, and Customer Experience, American Medical Association (*U.S.*)

Brian Kling, CCXP—Head of Digital & Community Support, STMicroelectronics (*Switzerland*)

Guilherme Koga—Director, CEM & Strategy, Reporting & Analytics, Samsung Electronics America (*U.S.*)

Jake Lechnir—Restaurant Brands International (*U.S.*)

William Lumb, CCXP—Director, Customer Experience, Firma (*Canada*)

Andy Netzel, CCXP—VP, Head of the Performance Innovation Lab, KeyBank (U.S.)
Stephanie Roodhouse—Sr. Director, Customer Advocacy & Experience, WhatFix (U.S.)
Gustavo Sued—Director of Customer Experience, YDUQS Education (Brazil)

Impact on Diversity, Equity, & Inclusion Outcomes Related to CX

Kylie Green--Corporate Customer Experience Coordinator, Logan City Council (Australia)
Hilal Kahraman--Passenger Experience Design Specialist, Istanbul Grand Airport (Turkey)
Tom Wlodkowski--VP, Accessibility & Multicultural, Technology and Product, Comcast (U.S.)

Impact on the CX Profession

Crystal D’Cunha--President & CEO, The INSIDE View, Inc. (Canada)
Sandra De Zoysa, CCXP—Group Chief Customer Officer, Dialog Axiata, PLC (Sri Lanka)
Lucas Fonseca--CX Manager, Alelo Brazil (Brazil)
Bruno Guimaraes—Founder, Amigos do CX (Brazil)
Sebastien Munar, CCXP--Managing Director, Clientrika (Peru)
Duong Nguyen, CCXP--Founder & Chairman, CEM Partner (Vietnam)
Neil Skehel--CEO, Awards International (U.K.)
Steve Walker--Chairman & CEO, Walker (U.S.)

The 2021 CX Impact Award winners, will be honored during our reveal on a live webinar held on October 5 on [CX Day](#) LIVE 12 Noon CDT (5PM – UTC). In our 9th year of observing [CX Day](#), there will be many gatherings on several different continents to recognize and celebrate the importance of customer experience. We will have panel discussions from our different regions, and will highlight our extensive network of professionals.

“We invite the public to join us in celebrating the professionals who value great customer experiences and make a difference every day,” says Barbie Fink, CCXP 2021 CXPA Chair. “Whether at a network CX Day event, at [CXDay.org](#) or on social media, we urge you to show your support for organizations that put customers first. I am particularly pleased at the breadth and diversity of this year’s CX Day programming. We are all better when we are thoughtful about considering a variety of perspectives, which help CX professionals learn, grow, and deliver the best possible experiences for all of their customers.”

You can learn more about CX by visiting [WhatIsCX.org](#). There you will find definitions of Customer Experience, CX Management, and the increasing opportunities for CX Professionals. You can also learn more at [CXPA.org](#).

About CXPA

The Customer Experience Professionals Association is a global non-profit organization dedicated to the advancement of customer experience professionals. It provides customer experience professionals with educational and networking opportunities to help them succeed, and facilitates the industry-wide advancement of the discipline of customer experience through independent consensus based guidance

on CX as well as the globally recognized Certified Customer Experience Professional (CCXP) certification. For more information, visit <http://www.cxpa.org>.

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