

"At some point, we must outgrow the mythology of populism in business, and to harness the promise of true innovation, the challenge is dual: To learn, and to re-learn. My only question is, *are you ready?*"

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Aarron Spinley  
Keynote Speaker





## Speaker Profile

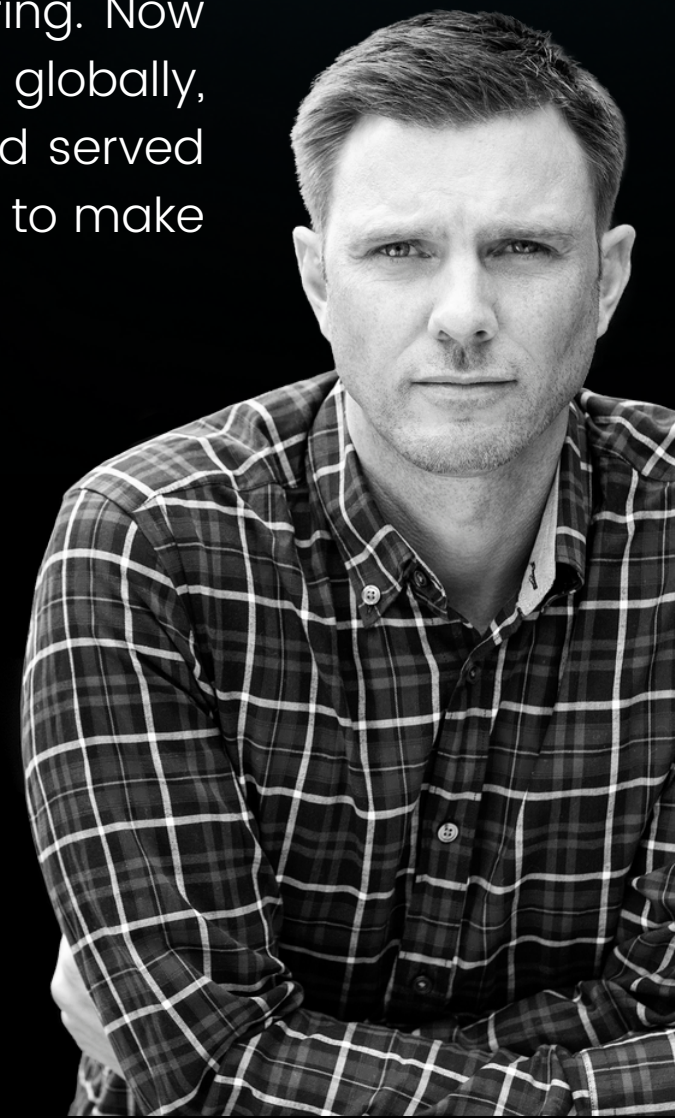
Aarron Spinley is an internationally recognised expert in his two fields of work: customer sciences and innovation futures. His work is referenced by some of the world's biggest brands and applied by executive management to technology leaders.

Aarron's dual mission is to educate and inspire the customer management vocation to replace populism with evidence-based industrial practice; and to help organisations – well beyond the customer management field – to understand the leadership patterns of innovation toward the future. His research and unique points of view set him apart.

*New book out in 2024!*

Audiences find his talks novel, challenging, and inspiring. Now rated by Thinkers360 in the top 10 of thought leaders globally, his unique perspectives, underpinned by evidence and served in good humour, are not easily forgotten. He promises to make audiences think.

*And to re-think.*





Unexpected, sometimes  
uncomfortable, but  
highly compelling

Resetting what  
professional aspiration  
should look like across  
industry

Busting myths and  
breaking the bonds that  
keep us from credibility  
in the boardroom

Asking the questions needed  
to unleash world-class  
innovation thinkers

**And most importantly,  
teaching the management theory  
that will set careers apart in the  
modern era**

*So, are you ready?*



“

Must be among the  
leading thinkers  
connecting humanity and  
business.

”

DEAN  
JENKINS







“

People who think they know all about CX, quickly realise that perhaps, there is much to re-think.

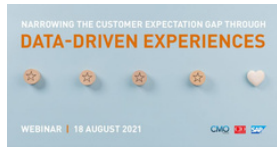
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HENRY REVERON  
HERNANDEZ





# Recent Appearances + Media



LexisNexis®



and CMO





# What They Said

Aarron's work impacts industry leaders from around the world



## Marcelo Alcantara

Deloitte Digital

Aarron's speaking is super inspiring. He touches the audience.



## Paul Greenberg

Industry Analyst. "The Godfather of CRM"

Once again, Aarron Spinley provides the kind of thought leadership that has some real meaning. He's a paradigm for executives



## Alan Nance

President, XLA Collab

The learned and esteemed Aarron Spinley is one of the most contemplative - and therefore often controversial - thought leaders. His work is essential.



## Jennifer Arnold

CMO

No dry, repetitive or reductive content here. Aarron's thinking is always topical, useful and thought-provoking. All wrapped up in engaging storytelling





# More of What They Said

Aarron's work impacts industry leaders from around the world



## Andrew Birmingham

Editor & Chief, Which-50 Media

Aarron is a bonafide thought leader. You don't meet many. Wow.



## Juan Mendoza

Founder and CEO, The Martech Weekly

Aarron is one of the most innovative thinkers in the realm of customer experience, strategy and anthropology I can think of. His work helps us understand the human condition to influence our technology choices for the better.



## Scott Treller

Executive General Manager, CX

Truly original content. Provocative stuff. Phenomenal stage presence.



## Thomas Wieberneit

Industry Analyst

Aarron has the uncanny ability to succinctly explain complex topics in simple words, giving food for thought, in an often entertaining way!







## Signature Topics

Welcome to Customering - The End of CX Populism

Science versus Superstition: Beware the Business Campfire

Solow's Paradox: Reclaiming Leadership

The Dangers of Corporate Iteration: Worldview Dynamics

How The Service Layer is the Key to Trust

Why CX Does Not Differentiate a Brand

The Confusion with Marketing: A Wrecking Ball to the Customer Mission

The Most Defining Time is Right Now. Are You Ready?





# Book.

Aarron Spinley (MAICD) is a senior executive and researcher. His work draws from macrohistory, technological capability, consumer psychology, the wider principles of complex economics, and business sciences, and his 4 Pillars model is adopted by companies around the world. Rated by Thinkers360 in the top 10 of thought leaders globally, he is a sought-after speaker.

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