



Customer
Experience
Strategies
Summit

PAST ATTENDEE LIST

The largest and longest-running CX event series in Canada

May 28-29, 2025

Sample Past Attendee List

COMPANY	JOB TITLE
Air Canada	Manager, Customer Experience & Operations Strategy
Air France KLM	VP, Services & Customer Contact
Allstate Insurance Company of Canada	Manager, CX
Amacon	Director, Customer Care
Amazon	Senior Product Manager
American Express	Director, Loyalty & Benefits
American Fidelity	Senior Director, Customer Experience
American Honda Motor Co., Inc	Supervisor, VOC & CX
ApplyBoard	Senior Director, Customer Service
AT&T	AVP, Automation
Avidbots Corp.	Director, Customer Operations
BASF	Head, CX
Bath Fitter	Director, Customer Experience
BIC	Head, Business & Supply Chain Operations
BluCurrent Credit Union	Vice President, Marketing
BMW	Manager, Customer Experience
BNP Paribas	Deputy Head, CX & Development
Boehringer Ingelheim	Customer Experience Operations Coordinator
Bombardier Inc.	Head, Digital Transformation
Boston Pizza International	Manager, Senior Business Analyst
BP	VP & Global Head, Design
Bristol-Myers Squibb Company	Director
British Columbia Lottery Corporation	Manager, CX

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COMPANY	JOB TITLE
Cadillac Fairview Corporation Limited	Director, Business Solutions - Marketing Platforms
Canada Goose	VP, Customer Experience
Canada Goose	Head of Global Customer Experience
Canada Mortgage and Housing Corporation	Senior Specialist, Client Experience
Canada Post	Director, Voice of Customer & Insights
Canadian Broadcasting Corporation (CBC)	Director, Customer Success
Canadian Tire Corporation	Associate Vice President, Customer & Experience Strategy
Canlan Sportsplex	Vice President, Sales, Marketing & Customer Experience
Capital One	Program Director, Customer Experience Management
Carmen's Group	Director, Sales & Marketing
CI Financial	Senior Vice President, Client Services
CIBC	SVP, Contact Centre
CIBC	Vice President, Client Experience
Cineplex Entertainment	Director, Consumer Insights
Cirque du Soleil	VP & GM, Touring Shows
City of Hamilton - Mayor's Office	Director, Customer Service & Financial Integration
City of Markham	Chief Information Officer
Cogeco Inc.	VP & General Manager, Customer Experience & B2B
Coho Collective Kitchens Inc.	Chief Customer Officer
Columbia Sportswear	SVP, Global eCommerce
Co-operators	Senior UX Strategist
CooperVision Canada	Director, Customer Service
Corus Entertainment	Product Manager

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COMPANY	JOB TITLE
D2L	Global VP, Customer Success
Dalhousie University	Director, Client Services
David Yurman Enterprises	SVP, Global Planning & Inventory Management
DHL Express	VP, Customer Service
Distributel (a Bell Canada brand)	VP, Customer Experience
Dräger	Director, Market Fulfillment
Durham College	Director, Enrolment Services
ecobee	VP, Customer Support
Empire Communities	SVP, Customer Experience
Equitable Bank	VP, Customer Experience
Export Development Canada	Acting Director, Customer Experience
FGF Brands	Director, Operational Excellence, Central Canada Wonderbrands
Fidelity Investments Canada	Vice President
First Republic Bank	Head of Marketing, Eagle Lending
FirstService Corporation	VP, Strategy
FlightHub	Vice President, Product & Customer Platforms
Four Seasons Hotel	Director, Customer Engagement Marketing
Fraser Valley Regional Library	Director, Customer Experience
Freedom Mobile	Director, Digital Customer Experience
Fullscript	Director, Customer Experience
Global Furniture Group	Director, Data & Analytics
Google	Head, Social Care & Community
Grand & Toy	Senior Director, Customer Experience & Sales Operations

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COMPANY	JOB TITLE
Great-West Lifeco	Director, Research
Halifax International Airport Authority	Vice President, Business Development
Harry Rosen	Chief Customer Officer & EVP
HelloFresh	Chief Operating Officer, Canada
Hewlett Packard Enterprise	Director, Operational Excellence & Customer Quality
Holt Renfrew	Chief Privacy Officer
Honda Canada	Manager, Voice of the Customer & Customer Experience
Hudson's Bay	Divisional VP, Marketing Strategy, Insights & Analytics
iA Financial Group	Senior Advisor, Operational Excellence
IGM Financial	Vice President, Digital Marketing
Ipsos	SVP, Customer Experience
KFC Canada	Chief Technology Officer
Knix	Senior Director, Customer Experience
Labatt Breweries	Senior Manager, Channel Marketing
Lamour	Chief Digital Officer
Laurentian Bank of Canada	AVP, Network & Contact Centres in IT
Lenovo	Vice President
LifeLabs	VP, Customer Experience, Platforms, Channels & Product
Loblaw Companies Limited	Senior Director, Customer Research & Voice
Loblaw Companies Limited	Director, Voice of Customer
Manitoba Agricultural Services Corporation	Chief Client Officer
Manulife	Director, Global Marketing Strategy
Manulife	Director, Customer Centricity

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COMPANY	JOB TITLE
Maple Leaf Foods	Manager, Consumer Engagement / Affairs
Maple Leaf Sports Entertainment	VP, Commercial Brand & Strategy
McDonald's Corporation	Global Manager, Customer Experience Insights
McKesson Canada	VP, Specialty Strategic Solutions
McKesson Corporation	Director, Communications
Megger Group Limited	Director, Digital CX Development
Mercer	Digital Marketing Lead
Messer	Director, National Retail & Customer Service, Canada
Molina Healthcare	Director, Brand Management & Marketing
Moneris Solutions	Director, Business Transformation Office
National Basketball Association (NBA)	Executive Vice President, Global Events & Experiences
National Basketball Association (NBA)	Managing Director
NBC Universal Parks & Resorts	VP, Strategic Insights
Nespresso Canada	President
Nestlé	Manager, CX Transformation
New York Life Insurance	Vice President, Client Experience
NFL Enterprises	Managing Director, Canada
Northbridge Financial Corporation	Manager, Customer Experience & VoC
Northeastern University	Director, Strategic Partnerships
Northwest Territories Power Corporation	Director, Customer Service
Novartis Pharmaceuticals Canada Inc.	Head, Patient Service Programs
OMERS	SVP, Pension Services & Technology
Ontario Lottery and Gaming Corporation	Vice President, Product & Customer Success

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COMPANY	JOB TITLE
Ossur	Director, Product Marketing
Paragon Security	Vice President, Client Service
Paramount	Vice President, Marketing & Growth
Parker Hannifin Corporation	Division Manager, Marketing
Paychex, Inc.	Head, Customer Experience
Pelican International	Director, Omnichannel Experience & eCommerce
Pet Valu	VP, Marketing
Polaris Inc.	VP, Customer Experience Integration
Port Authority of New York & New Jersey	Assistant Director, Passenger Services & Customer Experience Division
Porter Airlines	Director, Customer Relations & Call Centre
Pratt & Whitney	Associate Director, Business Systems & Transformation
Publicis Groupe	Community Manager
Purolator	Director, North American Customer Experience
QuadReal Property Group	Senior Vice President
Red Sea Development Company	Digital Experience Director
Region of Waterloo	Program Manager, Client Experience
Ren's Pets	Vice President, eCommerce & Marketing
Restaurant Brands International Inc.	Head, Support
Revera Inc.	National Director, Customer Experience
Rio Tinto	Engagement Manager
Rogers Communications Inc.	Vice President, Commercial Strategy
Rogers Communications Inc.	Insights Vice President, Data Analytics
Roku	Director, Analytics

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COMPANY	JOB TITLE
Roots Corporation	Director, Customer Experience
Rose Rocket	Director, Customer Experience
Royal Bank of Canada	Director, CX Research Insights
Royal Bank of Canada	Director, Market Research
Royal Ontario Museum (ROM)	Chief Marketing Officer
Sanofi	Head of Marketing
SAQ (Québec Liquor Corporation)	Associate Director, eCommerce & Content Marketing
Scotiabank	VP, Segments & Global Customer Experience
Second Cup Coffee Company Inc.	Chief Operating Officer
Select Wines	Executive Vice President, Business Development
Seneca Polytechnic	Director, Customer Support
SGS	Client Services Manager
Shaw Communications	Digital Experience Owner, Service & Support
Sheridan College	Director, Digital Student Experience
SickKids Foundation	Associate Director, Stewardship & Donor Relation
Sienna Senior Living	Vice President, CX
Sifton Properties	Vice President, Strategic Digital Innovation & Transformation
Sleep Country	Senior Vice President, Sales & Customer Experience
Smith & Nephew	Senior Leader, Digital Program Delivery
Stantec	SVP, Marketing, Communications & PR
Staples Canada	Senior Vice President, Chief Digital & Data Officer
Staples Canada	Head of UX
Sun Life Financial Inc.	Chief Client Experience Officer & Senior Vice President

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COMPANY	JOB TITLE
Suncor Energy Inc.	CX Lead, Strategy & Development
Sunwing Vacations	Vice President, Marketing
T&T Supermarkets	Head of Omnichannel Customer Experience
Tangerine	Director, Marketing CX
TD Bank Group	Chief Marketing Officer
TD Bank Group	AVP, Customer Experience
TELUS	Director, Business Intelligence
The Source	Vice President, Sales & Customer Experience
Tim Hortons	Senior Manager, Social Media Analytics
Tinder	VP, Global Marketing
Toronto Blue Jays	Head, Fan Services
Toronto Zoo	Supervisor, Guest Relations
Transamerica	Director, Customer Experience
Travelers	Senior Director, Customer Experience Strategy
U.S. Bank	Chief Customer Officer
Under Armour	SVP, Global End-to-End Planning & Go-to-Market
University of Alberta	Customer Success Manager
University of Guelph	Digital Experience Senior Analyst
University of Toronto - Rotman School of Management	Director, Office of Student Engagement
Vineland Estates Winery	Director, Customer Experience
Virgin Voyages	Senior Director, Sailor (Customer) Experience
Walmart	VP, Transformation Services
Walmart	Senior Director, eCommerce

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COMPANY
Wealthsimple
WEINS Auto Group
Western Financial Group
Western University
Worldsource Wealth Management Inc.
WWF-Canada (World Wildlife Fund)
YMCA Canada

JOB TITLE
Manager, CX Operations
Vice President, Operations
Chief Strategy & Experience Officer (CCXO)
Senior Enterprise CX Manager
SVP, Enterprise Digital Wealth
Vice President, Marketing
SVP, Operations



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Upcoming Events in this Market Segment



Spring 2025



Fall 2025



Fall 2025