

# Stacy Sherman

An award-winning certified customer experience (CX) keynote speaker, author, podcaster, and founder of [DoingCXRight®](#)—a Heart & Science™ framework that accelerates customer loyalty, referrals, and revenue.

Stacy's been improving customer and employee experiences for 20+ years at companies of all sizes and industries. She's on a mission to help people DOING not just talking about CX so that REAL human connections & satisfaction exist.



[Speaker](#) [Author](#) [Podcaster](#) [Blogger](#) [Mentor](#) [Testimonials](#)



## SUGGESTED TOPICS

- [Brand Loyalty](#): tactics to get repeat buyers & referrals
- [Diversity, Inclusion, and CX](#): how it blends & why it matters
- [Company Culture](#): ways to elevate employee engagement
- [Effective Leadership](#): communication best practices
- [Measurements of Customer Happiness](#): NPS isn't enough
- [Journey Mapping](#): what, who, when, how, why do it
- [Voice of Customer](#): how it can be your game changer
- [Digital & Mobile](#): tactics to create enjoyable user experiences
- [Patient Experiences](#): how CX applies to the medical industry
- [Inspirational Stories](#): lessons growing up with Wallstreet Mom

## MEDIA AND PRESS

Forbes

Psychology Today

customer  
THINK

THRIVE GLOBAL

CMS WiRE

INCISAL  
edge

SMARTER  
PRESENTED BY ORACLE

FIELD SERVICE  
CONNECT



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## MORE ABOUT STACY

- Mom to 2 kids & 2 furry ones
- Backgammon player competed globally
- Host [Women Leaders Making a Difference](#)
- CX board advisor at 5 universities
- Lifetime learner: [MBA Marketing + CX + D&I Certified](#)
- CX Awards Judge 2020+2021 ~Arcet