

Profile

Nicolette Wuring

Professional Experience

Nicolette operates more than ten years as senior customer operations and customer strategy consultant. She assists companies worldwide with strategy development and execution, transformational change management, customer strategies, and leadership. As author of the book *Customer Advocacy*, Nicolette is widely recognized as thought leader and inspiring speaker on customer-driven transformation and innovation. Her consultancy focuses on maximizing brand equity with customer and employee advocacy, energized by strategic customer contact and service.

Previously, Nicolette has ten years of leadership experience in customer strategy and customer operations at companies in the high-tech and telecom industries in a variety of roles.

Nicolette is widely quoted in business media, including *The Journal for Customer & Contact Management*, *EFMA Magazine*, *CallCenter Profi*, *BNR Business News Radio*, and *Telecommerce Magazine*.

Previous Position

UPC Broadband Europe

2004-2008 Vice President Customer Care EU

Education

MSc. Science of Music & Law,
University of Amsterdam, The Netherlands
Customer Based Marketing Management,
Groningen University, The Netherlands

Languages

Dutch (native)
English (native)
German (good)
French (basic)

Contact Details

Nicolette Wuring

nicolette@customeradvocacy.nl
+31-(0)652007662

Company name: Customer Management Services

www.customeradvocacy.nl
Amstelveen, The Netherlands

