

# **Mitch Lieberman**

**Vice President, Market Strategy at Comity Technology Advisors**

Williston, VT, US

A passionate speaker, focusing on the intersection of Customer Experience, Customer Service Experience and CRM (often called Social CRM)

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## **Biography**

A passionate technology executive with expertise in software architecture; implementation services and product positioning. A thought leading practitioner in customer service, and CRM (Social CRM as well) with a focus on helping businesses understand the proper balance and optimal alignment of people, process, and technology. Successful leadership within sales and marketing organizations, selling and delivering mission critical business applications to Fortune 500 companies. A unique and focused perspective on both current technological practices as well as emerging technologies; including Cloud Computing, Customer Relationship Management (CRM), Customer Service and the combination of Social Media with CRM, called Social CRM. I do enjoy speaking to audiences of all sizes, and I am able to do so in an engaging and entertaining manner. Specialties analysis and strategic advice on product direction and market position, working with vendors to help them understand how businesses will utilize their solution and helping businesses understand their customers using Social technology

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## **Availability**

Keynote, Moderator, Panelist, Author Appearance

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## **Industry Expertise**

Information Technology and Services, Consumer Services, Computer Software

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## **Areas of Expertise**

Social Crm, Customer Service Excellence, Multi-Channel Customer Service

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## **Sample Talks**

**Building your Multi-Channel strategy to keep up with the pace of the 21st century customer.**

Unfortunately, the ability for you to control which channels and technologies your customers use to communicate with and about you is long past. You must align the communication channels you support with your brand and provide consistent customer service experiences across all channels. You must also allow customers to start an interaction in one channel and continue it in another. Can you do this?

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## **Event Appearances**

**Title**

Contact Centre Expo London

**Title**

Social CRM Summit

**Title**

CRM Evolution NYC

**Title**

Executive Round Table

**Title**

Executive Round Table

**Title**

Social Business Summit

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**Education**

**University of Vermont**

EE Electrical Engineering / Physiology and Biophysics

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