



**The “Official” (and somewhat boring) Shep Hyken Bio -- Please note: This is not Shep’s introduction.**

Shep Hyken is a customer experience expert and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession. Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of *Moments of Magic*®, *The Loyal Customer*, *The Cult of the Customer* and *The Amazement Revolution*. He is also the creator of *The Customer Focus*™ program, which helps clients develop a customer service culture and loyalty mindset.

In 1983 Shep founded Shepard Presentations and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA, Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express - and that’s just a few of the A’s!

Shep Hyken’s most requested programs focus on customer service, customer loyalty, internal service, customer relations and the customer experience. He is known for his high-energy presentations, which combine important information with entertainment (humor and magic) to create exciting programs for his audiences.

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