

## Jeff Tobe

### Customer Experience Expert

Certified Speaking Professional, Jeff Tobe's credentials are impressive. Insider Magazine dubbed him "the Guru of Creativity" and readers of Convention & Meetings Magazine chose him as one of the top 15 speakers in North America. He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent.

Tobe founded Coloring Outside the Lines in 1994 and since then has worked with hundreds of clients ranging from Fortune 500 companies to ones with less than 20 employees including Microsoft, PepsiCo, PNC Bank, Sonny's BBQ and many more!

Jeff Tobe's most requested programs focus on creativity/innovation, customer experience, and employee engagement. His high-energy, high-fun, and high-content programs create the ideal presentation for any kind of corporate or educational forum.

His articles have been read in hundreds of publications and he is the author of the hugely popular book, *Coloring Outside The Lines*. He is the co-author of three other books and his newest book, *ANTICIPATE: Knowing What Customers Need Before They Do*, is quickly becoming one of the hottest business books on the market. He is also the creator of the Touch Point Focus initiative in which he helps clients re-examine their customer touch points.