

## Dennis Snow

Customer Service Expert & 20 Year Veteran of Disney

Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company. There, he developed his passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today.

He began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service driven organization.

Dennis launched a division of the Disney Institute responsible for consulting with some of the world's largest companies including ExxonMobil, AT&T, General Motors and Coca Cola. During this time, he presented to audiences in diverse locations around the world, such as South Africa, Australia, Mexico, England and Argentina. This division quickly became the fastest growing venture of the Disney Institute and experienced repeat business of nearly 100%.

He also spent several years with the Disney University, teaching corporate philosophy and business practices to cast members and the leadership team. While there, he coordinated the Disney Traditions program, which is universally recognized as a benchmark in corporate training. In his last year with Walt Disney World, Dennis' leadership performance ranked in the top 3% among the company's leadership team.

Today, Dennis is a full-time speaker, trainer, and consultant, helping organizations achieve goals related to customer service, employee development and leadership. Some of his clients include American Express, Johns Hopkins Medicine, ExxonMobil, and Nationwide.

His articles appear in a number of industry publications and he is a featured guest "expert" on customer service, on several business news-talk radio shows. He is the author of the book, *Unleashing Excellence: The Complete Guide to Ultimate Customer Service*, which is used in organizations around the world as a blueprint for organizational excellence. His newest book has just been released, titled, *Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life*.