

INTRODUCTION OF CHIP BELL

Our speaker is Dr. Chip Bell. Chip is the founder of The Chip Bell Group and manages their office near Atlanta. Prior to starting a consulting firm in the '80s, he was Director of Organization Development for NCNB (now the Bank of America). He was a highly decorated infantry unit commander in Viet Nam with the elite 82nd Airborne.

Dr. Bell is the author of several best-selling books including **The 9 1/2 Principles of Innovative Service**, **Sprinkles: Creating Awesome Experience Through Innovative Service**, **Customers as Partners**, **Managing Knock Your Socks Off Service**, **Take Their Breath Away** and **Kaleidoscope: Delivering Innovative Service That Sparkles**. His newest book is the best-selling book **Inside Your Customer's Imagination** released in fall 2020.

He has appeared live on CNN, ABC, CNBC, Fox Business, Bloomberg TV; his work has been featured in the *Wall Street Journal*, *Fortune*, *USA Today*, *Forbes*, *Inc. Magazine*, *Entrepreneur Magazine*, *Fast Company* and *Businessweek*. A little known fact about Chip is that he once opened for the Back Street Boys!

Chip has served as a consultant or trainer to such organizations as Ritz-Carlton Hotels, Southwest Airlines, USAA, Best Buy, Microsoft, True Value, Caterpillar, Marriott, Home Depot, Verizon, Lockheed-Martin, Cadillac, Victoria's Secret and Harley-Davidson.

Please join me in welcoming...Chip Bell.