

Chip R. Bell is founder and senior partner with the Chip Bell Group and manages their office near Atlanta. A renowned keynote speaker, his consulting firm focuses on helping organizations create a culture that supports long-term customer loyalty and service innovation. Prior to starting CBG in the '80's, he was Director of Management and Organization Development for NCNB (now Bank of America). Dr. Bell holds graduate degrees from Vanderbilt University and the George Washington University. Additionally, he was a highly decorated infantry unit commander in Vietnam with the elite 82nd Airborne and a guerilla tactics instructor at the Army Infantry School.

Chip is the author or co-author of several national and international best-selling books including **The 9 1/2 Principles of Innovative Service**, **Sprinkles: Creating Awesome Experiences Through Innovative Service**, **Take Their Breath Away: How Imaginative Service Creates Devoted Customers**, **Wired and Dangerous: How Your Customers Have Changed and What to do about it**; **Magnetic Service**; **Managing Knock Your Socks Off Service**; **Managers as Mentors**, and **Kaleidoscope: Delivering Innovative Service That Sparkles**. His newest book, released in the fall of 2020, is the best-selling **Inside Your Customer's Imagination** which won a 2021 Axiom Business Book Award.

He has appeared live on CNBC, CNN, ABC, Fox Business Network, Bloomberg TV, NPR; his work has been featured in the *Wall Street Journal*, *Fortune*, *Forbes*, *USA Today*, *Inc. Magazine*, *Entrepreneur Magazine*, *Money Magazine*, *CEO Magazine*, *Fast Company* and *Businessweek*. Global Gurus in 2022 ranked him for the eighth year in a row among the top ten keynote speakers in the world on customer experience—two years in the #1 slot.

Chip logs over 100,000 miles a year speaking to organizations on long-term customer loyalty and innovative service. He has served as a consultant or trainer to such major brands as GE, Microsoft, USAA, Exxon/Mobil, Cadillac, Duke Energy, KeyBank, Ritz-Carlton Hotels, IBM, Marriott, Fidelity Investments, Caterpillar, True-Value, McDonald's, Shell Oil, Harley- Davidson, Best Buy, Universal Studios, Accenture, Lockheed-Martin, Pfizer, Allstate and Verizon Wireless.