

Empower The CX
Experts Of Tomorrow

**CUSTOMER
EXPERIENCE
ADVISORY
BOARD**



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PARTNER WITH MSU AS A CUSTOMER EXPERIENCE ADVISORY BOARD MEMBER

Executives around the nation are hand-picked for the board to provide students an exclusive group of individuals with diverse industry backgrounds to offer different points of view and distinctive leadership qualities, making up a team of accomplished experts who offer innovative advice and dynamic perspectives in their areas of focus.



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As a partner of the board, your role is to support our faculty and program managers in delivering relevant offerings and strengthening the fundamental mission of the MSU Customer Experience Certificate Program.

POWER OF COLLABORATION

The board works collaboratively to provide constructive feedback and strategic direction, helping to guide quality improvement and assess program efficacy.

Leveraging the greatest minds in business, the MSU Advisory Board contributes unique viewpoints beneficial to the Customer Experience Certificate Program.



Enlighten participants with real-world case studies, opening them up to the tools and insights your company has discovered and tested along the way.

PASS ON YOUR INDUSTRY KNOWLEDGE

Board members provide an invaluable expertise to our world-class professional certificate programs, ensuring immediate ROI back to firms, ensuring the program is delivering a syllabus that is current, up to date, and relevant to business and industry needs.

PROVIDE MENTORSHIP

Post-program mentoring grants participants opportunities of encouragement in their growth and continued skill building.

BE AN AMBASSADOR AND ADVOCATE

Promote the program to your organization, prospective students and stakeholders in the community. Sharing upcoming course dates and your board member discounts. Be sure to post social media, and publish communications and press releases.

Customer Experience Program
BOARD MEMBER HIGHLIGHTS

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Todd Harbaugh
Regional Vice President, Walmart

How did you get started in Customer Experience?
I have a computer science undergrad and a MS in computer science; subsequent to that I got my MBA. Over the years I've had a number of information technology roles, both for technology companies and financial services.

What are the biggest accomplishments of your career?
I've delivered many global technology projects for banks, for stock markets, and technology organizations. I would say I have a great deal of pride in the teams that I've been able to build over the years, especially in their capabilities. Most fundamentally, delivering for the best businesses that I've worked for by providing new solutions to business problems. The cultural leadership that my team and I have been able to provide for the organizations is important to me.

Why did you join the Customer Experience Advisory Board at MSU?
With today's rapid change in technologies and ever-changing customer expectations, we need help to guide the upcoming experience makers of the future.

What are the trends do you see in the future?
The field of Customer Experience (CX) is evolving into one of the fastest-growing and most in-demand fields in the world. Companies that deliver extraordinary customer experience are better and different for customers, and more profitable and longer lasting than most other businesses.

Why should someone participate in the MSU Customer Experience Program?
As firms create new Customer Experience divisions, the job market is expected to explode for CX Professionals over the next several years.

Showcase what drew you to Customer Experience and why the MSU program is so important to you in a monthly emailer featuring 'Board Member Highlights' sent to your students and peers.



CUSTOMIZED CORPORATE TRAINING

Grow the learning power at your company with custom experiences designed to provide your executives and professionals a substantive and transformational skillset for long-lasting impact on business performance. Cultivate leadership, devise new strategies, and build the business acumen your firm needs to excel with effective and efficient programs.

MSU works with many organizations to offer customized programs and continued mentoring. All in-classroom and online materials, presentations, and system offerings can be co-branded to clearly identify your corporation.



Take advantage of exclusive discounts for in-classroom and online programs, including customized corporate training for leaders and work teams.



CUSTOMIZED EXPERIENCES

Work with the MSU design team to discover pain points and skill gaps, selecting customized options that best fit your requirements and budget. Make industry specific changes to the existing MSU program, or develop a new curriculum designed expressly for your company.



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BOARD MEMBER PERKS

Advance your personal knowledge and stay informed about the program, students and curriculum by attending board meetings and networking with your peers across various industries.

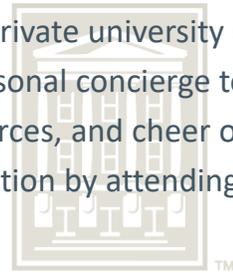


Once you've been granted a seat on the board, you'll receive a welcome kit filled with MSU items – Board Member Certificate, Acceptance Letter, Program Brochure, MSU Magnet, and MSU Sticker to name a few!

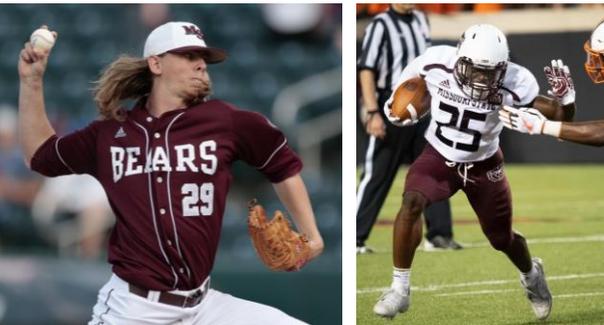


BONUS OFFERINGS

Gain access to private university events, work with a personal concierge to utilize university resources, and cheer on the MSU Bears in action by attending prime sporting events.



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YOUR NEXT STEP IS SIMPLE

Help generate new ideas, conversations and solutions worth capturing. Contact us to learn how you can begin your journey as an Advisory Board Member for the MSU Customer Experience Certificate Program today!



Call Us!

314.828.5564

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