



MICAH SOLOMON is a three-time bestselling author, **Forbes.com** contributor, entrepreneur and self-made business leader. A well-known thought leader, keynote speaker, and hands-on consultant, Solomon has been dubbed by **The Financial Post** "the new guru of customer service excellence."

CONSULTING

Micah Solomon and his firm, Four Aces Inc., offer customer service consulting and customer experience consulting, as well as comprehensive training.

A partial list of services offered:

- Consulting engagements and initiatives dedicated to improving customer service, the customer experience, and company culture.
- **Standards Creation/Best Practices:** Customer service frameworks, guidelines, key principles.
- **Training,** training programs, and "train-the-trainer"
- **Webinars and video-based training**
- **Keynote speaking,** seminars, workshops, and training on customer service, the customer experience, and company culture.
- **Discreet mystery shopping** with Action Report™
- Customer service **expert witness,** litigation consulting, and case review.

CONTENT CREATION

- Professional writing and executive content creation: articles, whitepapers, ebooks, books (authored, co-authored and ghosted), lead-gen content and more.

SPEAKING, WORKSHOPS, AND TRAINING

Micah offers keynote speeches, workshops, breakout sessions, webinars, and training on the following topics, customized to your specific audience, business situation, and challenges. Micah travels throughout the U.S. and around the world. He works independently and through reputable speaker bureaus. His areas of focus are as follow:

Customer Service • Customer Experience • Hospitality • Company Culture Change • Customer Service Culture • Consumer Trends • Millennial Customers • Entrepreneurship/Intrapreneurship Leadership • Innovation • Talent Management, HR and the Customer Experience • Serving HNWI Clients • Powering Sales Through Service B2B Customer Service • Patient Experience • Patient Satisfaction

- 1. Exceptional Service, Exceptional Results: How to Deliver "Wow" Customer Service Every Day.** Deliver five-star customer service and build lifetime customers in this age of social media, global competition, and endless distractions. Hands-on experience, best practices, and culture-building insight from Apple, The Ritz-Carlton (with whom Micah has collaborated on two bestsellers), Zappos, USAA, Starbucks, Nordstrom, and more.
- 2. Building a Customer-Focused Culture of Service.** Learn what it takes to develop and sustain a customer-focused service culture that works for all stakeholders.
- 3. The Heart of Hospitality: Leadership and Frontline Secrets.** A hospitality industry-specific topic. Based on Micah's writings for *Forbes* and his new bestseller, *The Heart of Hospitality*. Micah's famous hands-on hospitality insights, plus contributions from Danny Meyer, Ritz-Carlton, Virgin Hotels, and more.
- 4. Powering Sales Success Through Service.** Customer service and the customer experience are the secret weapons of today's great sales organizations.
- 5. How Talent Management and HR Drive Great Customer Experiences.** How HR and talent manage can power an extraordinary customer focus.
- 6. Millennials As Customers: Serving-And Profiting From-The Largest Generation In History.** Micah's renowned research and articles on millennial customers for *Forbes* enliven this presentation on this important cohort of customers.
- 7. Kickstarting a Culture of Innovation.** How to stimulate and sustain a company culture of innovation and entrepreneurship/intrapreneurship.



"Revolutionary. You will benefit from a service revolution in your own management world and in the bottom line."

– Horst Schulze, Founding President and COO, The Ritz-Carlton Hotel Company

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“ Micah Solomon conveys an up to the minute and deeply practical take on customer service, business success, and the twin importance of people and technology. ”

– Steve Wozniak, Apple co-founder



WHERE?

Micah travels throughout the U.S. and around the world.

HERE'S WHAT PEOPLE SAY ABOUT MICAH:

"Micah's assistance is transformational for any business that depends on serving its customers so well that it guarantees loyalty and repeat sales. I know this because that's what he did for me. Every step of the way—mystery shopping, consulting, training—he gave more than I could've expected and the results were dramatic and measurable."

— Melissa Mueller, *Vis-A-Vis Salon and Spa*

"Micah reminds us why caring about your customers (and treating them that way) is not just something that feels good, it's good business."

— Seth Godin, *author of Purple Cow and Tribes*

"This is the way to run a customer-centered company."

— Ken Blanchard, *co-author, The One Minute Manager®*

"Micah gets it, and he can sell it! He is a thoroughly enjoyable and informative authority, and our GM's really enjoyed his presentation at our recent annual meeting."

— Eric Calderon, *Chief Operating Officer, Auberge Resorts*

"Micah Solomon explains with great savvy how to survive the perils of working with social media, customer data, and the digitally self-reliant consumer."

— Jay Coldren, *Vice President, Lifestyle Brands, Marriott International*

"I'd go anywhere to hear this true business and customer service celebrity speak."

— Hollis Tibbetts, *Software Strategy Director for Global Mergers and Acquisitions, Dell Inc.*

"Micah Solomon conveys an up to the minute and deeply practical take on customer service, business success, and the twin importance of people and technology."

— Steve Wozniak, *Apple co-founder*

"Bring Micah to your organization to hear what he has to say. **It will change your business.**"

— Jon Mueller, *800-CEO-READ*

"Micah Solomon is a keynote speaker who is wired to the changing expectations of today's consumers, and his lessons on customer loyalty are fresh and relevant!"

— Linda M. Gobler *President, Michigan Grocers Association*

"Micah is engaging and entertaining while providing true specifics. You will leave with very practical ideas on how to improve your company."

— Michele Livingston, *Senior Vice President, Umpqua Bank*

INDUSTRIES OF FOCUS AND INTEREST:

- Associations and Franchisee Groups
- The Automotive Industry and Automotive Retailing
- B2B, the Building Trades, and Manufacturing
- Country Clubs, Athletic Clubs, and related Membership Organizations
- Entertainment and the Music Industry
- Financial Services
- Government – Federal, State, Municipal & Local, as well as Contractors to these Entities
- Healthcare, Hospitals, and Medical Practices (Patient Satisfaction and Patient Experience)
- HNWI-focused organizations and industries
- Higher Education and K-12 Education
- Homecare and Assisted Living
- The Hospitality Industry (clients include some of the great hotels and brands of our time)
- The Insurance Industry
- Law Firms & The Legal Industry
- Marketing and PR Firms
- Mortuary services and Deathcare
- Nonprofit Organizations and Philanthropies
- Real Estate
- Retail, Ecommerce, and Omnichannel
- Retail Banking and Credit Unions
- SaaS
- Spas, Salons, and Related Operators in the Service Industry
- Technology, IT, Information Services
- The Travel Industry

BIO Micah Solomon is one of the world's leading authorities on customer service, company culture, and the customer experience, as well as a renowned expert on innovation, entrepreneurship, and leadership. He's a bestselling author, consultant, and keynote speaker, and his books have been translated in more than a half-dozen languages and are the recipients of multiple awards. Micah is a regular contributor to Forbes.com and his expertise has been featured in *Inc. Magazine*, *Bloomberg BusinessWeek*, *CNBC*, and *Harvard Business Review*.

A business leader and entrepreneur himself, Micah built his own company into a market leader in the manufacturing and independent entertainment field and was also an early investor in the technology behind Apple's Siri. His broad expertise touches also on the patient experience in healthcare, retail, automotive, education (K-12 and higher education), hospitality, manufacturing, technology companies including SaaS and information services, telecom, banking and financial services, the insurance industry, law firms and the legal industry, and the not for profit and governmental sectors.

"Micah Solomon has been repeatedly our top-rated speaker. At five events in a row."

— J.D. Peterson, *VP Marketing, Zendesk*

RECENT CLIENTS

Associations, Franchisee Groups, Unions

- IMDA (International Midas Dealers Association)
- Michigan Grocers Association
- NFLPA (National Football Players Association)
- Pennsylvania Institute of CPAs

Automotive

- Volkswagen
- Midas (IMDA)
- LGM Financial Services

Aviation

- WACRA-Worldwide Aircraft Customer Relations

Banking

- CHROME FCU
- Microsoft Banking Conferences
- SunTrust Retail Banking Summit

B2B and Manufacturing

- Allied Steel Buildings
- Brainshark

Consulting and Professional Services

- Accenture
- ECG Management Consultants

Contact Center And CRM

- Dynamics CRM Launch (Microsoft)
- MBCE Denmark
- Oracle
- Zendesk

Education: K-12

- Tacoma (Washington) Public School System
- Buena Park School District (Orange County, CA)

Education: Higher

- Brown University
- George Mason University

Entrepreneurship

- Entrepreneurship Program, Brown University
- Entrepreneur Organization (EO)

Federal, City, and State Government

- U.S. Patent and Trademark Office (USPTO)
- The Office of the Comptroller of the Currency
- The City of Asheville, NC

Financial Services

- Catholic Financial Services
- LearnVest
- Baillie Gifford
- LGM Financial Services
- Dimensional Fund Advisors

Healthcare, Patient Experience

- Cleveland Clinic
- Inova Health System
- MedHOK
- Raintree Systems

Hospitality Industry

- Auberge Hotels and Resorts
- Capella and Solis Hotels
- Hospitality Design Expo & Summit
- Relais & Chateaux
- Six Flags Theme Parks
- Virgin Hotels

Insurance Industry

- FINEOS
- PURE Insurance
- Starkweather & Shepley
- W. R. Berkley Corporation

Law Firms, Legal Industry

- Dow Lohnes, PLLC, Attorneys at Law
- Rocket Matter

Not for Profit

- Operation Smile
- Children's Tumor Foundation (CTF)

Photography Industry

- Panasonic National Dealers' Summit
- Photo Marketing Association (PMAI)

Retail

- Walmart
- Stockholm EasyFairs Citywide Retail Conference
- Retail Customer Experience Summit
- FutureStores Conference

Telecom

- Cox Communications
- Nextiva

Technology

- Nuance
- Oracle
- Microsoft
- PayScale
- Zendesk



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