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Media Contact:  
Bill Bradley  
Bottom Line Communications  
[bill@blcpr.com](mailto:bill@blcpr.com)  
Tel.:978/692-7422

## **Chief Customer Officer Council Sets Theme of '(Re) Building Customer Trust' for Second Annual CCO Summit Meeting**

The sharpest minds in the customer experience arena gather Oct. 19-20 at Oracle Corp.'s world headquarters. CCO Survey findings and "CCO of the Year" also will be announced.

**LITTLETON, Mass.; Sept. 21, 2010** -- The [Chief Customer Officer \(CCO\) Council](#), the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs, announced today the agenda for its second annual [Chief Customer Officer Summit](#), Oct. 19-20 at Oracle Corp.'s world headquarters in Redwood Shores, Calif., the site of last year's inaugural event. The event is open to all CCOs or equivalently titled executives, as well as CEOs. Dozens of CCOs from organizations of all sizes and industries are expected to take part in this elite event, comprising executive presentations and exclusive peer interaction under the theme "*(Re) Building Customer Trust*."

Highlights of the event will include the first public discussion of the results of a landmark study on the CCO role in today's global fabric, the first formal survey of its kind ever conducted. In addition, the "CCO of the Year" for 2010 will be announced, recognizing the individual who has achieved the greatest results for his or her company and helped to improve the overall perception of the role of the CCO

"In efforts to slash costs during the Great Recession, many companies have sacrificed the customer on the altar of cost savings or short-term profits," said Curtis N. Bingham, founder and executive director of the CCO Council and host of the CCO Summit. "But as the economy improves, how do we (re) build this trust that forgives missteps and 'tough love' initiatives? Where trust has been damaged, how can it be restored credibly in order to endure for the long term? The CCO Summit program is built around this theme."

In addition to Bingham, who has spoken extensively about and published nearly 30 articles on chief customer officers and related topics, CCO Summit speakers include:

- Jeb Dasteel, SVP and CCO, Oracle Corp.; and last year's inaugural "CCO of the Year"
- Helen Burt, SVP and CCO; Pacific Gas and Electric Company
- Tammy McLeod, VP & CCO; Arizona Public Service Company
- Charlie Isaacs, eServices Strategy at Alcatel-Lucent, and former CCO at Kana
- Jeff Moriarty, director of social media strategy at Sitewire and former Mobily/Atom Community manager at Intel.

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Attendance to the CCO Summit primarily is by invitation only. However, others may qualify to attend if they meet two qualifications common to CCO Council members: first, that they possess the most thorough understanding of their organization's customer base and, secondly, that they are responsible for setting customer strategy at the highest levels of their organization. Those who feel they fit this description can [contact the CCO Council](#) to request an invitation to the CCO Summit.

### **About the Chief Customer Officer Council**

The Chief Customer Officer Council is the first of its kind -- a member-led peer-advisory network offering unparalleled insight into the critical issues facing CCOs. It was created to provide a safe environment where CCOs can share ideas, concerns, and build best practices that will help them, their companies, and especially their customers succeed. The Council includes CCOs from diverse industries, purposefully cross-pollinated with the most forward-thinking companies, large and small. For more information, visit [www.ccocouncil.org](http://www.ccocouncil.org), email [info@ccocouncil.org](mailto:info@ccocouncil.org) or call 978/226-8675.

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