



# 4xi

Global Consulting & Solutions  
Inspiring the future of work, together



## Executive Biography



**Tony Johnson**  
**Consultant**  
**Customer Experience Officer (CXO)**

Tony is a customer experience leader and coach with a focus on evolving trends in the consumer landscape.

With a career in leadership and service, culminating in a Customer Experience Officer’s role for \$10B organization, Tony is regarded as a pioneer in modern customer experience and a thought leader in hospitality strategy.

Tony believes that team experience is a key driver of customer experience – and that this is the fastest path to growth and success. Organizations that look to create value for their customers ultimately must blend safety, hospitality, quality, and simplicity. This goes beyond strategy and tactics to the core organizational purpose.

An Orlando area resident, Tony has a unique view into some of the greatest hospitality companies in the world – and how service continues to reinvent itself as global markets shift.

Tony is a working speaker and coach, a professional member of the National Speaker’s Association (NSA), a Certified Virtual Presenter, and a member of the Customer Experience Professional’s Association (CXPA).

***Putting guests and customers at the center of everything you do.***

### Client Engagements:

Tony is available to offer support on a consulting basis for individual projects and as an ongoing expertise-on-demand resource. If you are seeking to drive elevated customer and consumer experience levels in your business, then Tony can help you. From establishing strategy, to building a customer centric culture to the delivery of training and development. Through his business, Ignite Your Service, Tony has a platform of tools to transform your approach to CXP.



Strategy



Customer XP



Consumer XP



Employee XP



Culture



Training

