Customer Experience Group Announces New Advisory Board Appointments

Wednesday 14 April, 2021

Paris, April 4, 2021 – The Customer Experience Group (CXG), a company dedicated to enhancing and transforming the customer experience of luxury and premium brands, is pleased to announce the appointment of Yseulys Costes, Francois Delage and Frederic de Narp, as three distinguished leaders in the luxury industry, to CXG Advisory Board.

- Yseulys Costes. Yseulys is the CEO of Numberly (1000mercis), a marketing technology company that operates in over 40 countries. In 2019, Costes was named as one of the 40 French Forbes Women who embody success and excellence. Today, she is also a member of the Kering Board of Directors, Groupe SEB, and the Strategic Council of the City of Paris.

- Francois Delage. Francois has more than 20 years of experience in strategic leadership and brand development in the luxury industry. He has held executive positions in Louis Vuitton and De Beers. His strong branding, marketing, and omnichannel skills are bolstered by financial and operational expertise.

- Frederic de Narp. Frederic has three decades in luxury as CEO of luxury brands that include Cartier, Harry Winston, and Bally. In 2020, he founded Luximpact to relaunch French historical luxury brands. Today, he leads the holding company in implementing its 360-degree sustainable and ethical strategy.

“We are pleased to have the combined expertise of the new Advisory Board to advise and guide the Group in this dynamic time where transformation and agility is essential for business growth,” said Christophe Caïs, CEO of Customer Experience Group. “We are excited to be supported by Yseulys, Francois and Frederic’s talent and energy into furthering our mission of innovating and transforming the customer experience of our global partners in the luxury industry.”

###

About Customer Experience Group

Founded in 2017, the Customer Experience Group is the alliance of three leading agencies Albatross CX, Wisely Insights and FACE2FACE, offering together solutions that impact performance and elevate customer experience of luxury and premium brands.

The Customer Experience Group partners with more than 180 premium and luxury brands globally. We help them transition from a transactional model towards a personalized relationship and emotional model through research, consultancy, experience feedback, training, and coaching.

We operate in more than 70 countries through our 10 international offices. Learn more about Customer Experience Group by visiting. www.customerexperiencegroup.com

Media Contact:

Joanna Abou Jaoude | Chief Marketing Officer | Customer Experience Group

joanna.jaoude@cxg-hub.com | +971554266776

Related Sectors:

Business & Finance :: Leisure & Hobbies :: Lifestyle & Relationships :: Media & Marketing :: Men's Interest :: Opinion Article :: Retail & Fashion :: Women & Beauty ::

Related Keywords:

Luxury :: Customer Experience :: Luxury Industry :: Cosmetics :: Fashion :: Watch And Jewelry :: Entrepreneurs :: Affluent :: Customer :: Customer Journey :: Ambassadors ::

Scan Me:

Company Contact:

The Customer Experience Group

T. +971554266776
E. joanna.jaoude@cxg-hub.com
W. https://www.customerexperiencegroup.com/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.customerexperiencegroup.pressat.co.uk