

KEYNOTE SPEAKER, AUTHOR AND ADVISER

Helping organisations win and keep customers **in the age of AI.**

Isabella Villani is one of Australia's leading customer experience speakers and a two-time globally published author, with more than 20 years advising boards, CEOs and executive teams.



On stage at the LG Professionals SA Annual State Conference, 2024

Two-time globally published author with more than 20 years at the forefront of customer experience and transformation

Helping organisations win and keep customers in the age of AI

Recognised for her thought leadership and infectious passion

Graduate of the Australian Institute of Company Directors (GAICD), with an Order of Merit

ABOUT ISABELLA

Isabella Villani is one of Australia's leading voices in customer experience (CX) and transformation, and an in-demand keynote speaker at conferences, corporate events and industry forums across Australia and internationally. With more than 20 years advising boards, CEOs and executive teams, her keynotes draw directly on live consulting work, so audiences hear what is working right now: how AI and emerging technology are reshaping customer expectations, and how leading organisations are responding with strategy, culture and design rather than hype.

She is the author of two internationally recognised books, *Good to Great CX* (Major Street Publishing) and *Transform Customer Experience* (Wiley), distributed to more than 10,000 retailers worldwide and described by global CX authority Don Peppers as 'absolutely jam-packed with the latest thinking, the most competitively successful ideas and practical case studies from around the world'.

Isabella is founder and Executive Chair of Exceed Global, the advisory, training and talent firm she established in 2011, working with clients including Telstra, NAB, Westpac, ANZ, IAG, Medibank and Service NSW. She has keynoted, chaired and facilitated at major events including ACEM Day 2025, Acquia's Engage Asia Pacific conference, the Verint annual conference in front of 900 delegates, and the Aspect ACE conference in Orlando with more than 1,000 international delegates.

A Graduate of the Australian Institute of Company Directors (Order of Merit) with governance experience across eight board appointments, she is currently Deputy Chair of GMB Water and a director of DV Safe Phone, and holds a Lean Six Sigma Black Belt and executive coaching qualifications, with continuing professional development in AI, cyber security and climate governance.

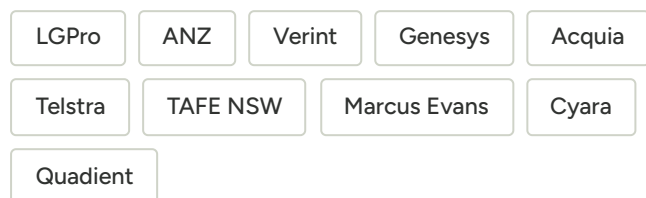
POPULAR TOPICS

Signature **keynotes**.

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| 01 | Welcome to the Age of Empathy: Keeping the Human Touch as AI Reshapes Your Business |
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| 02 | Customer First, AI Enabled: The Future of Customer Experience |
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| 03 | Who Is Checking the AI? What Boards and Executives Should Settle Before Saying Yes |
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| 04 | The Rise of Agentic AI: When Your Customer Is a Machine |
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| 05 | Good to Great CX |
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| 06 | Transform Customer Experience: From Strategy to Execution |
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| 07 | Game-Changing CX Starts with Employee Experience |
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| 08 | The CX Money Story: Proving Experience Pays |
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Also available: Don't Answer AI with AI, Customer Journey Mapping that Delivers, Personalisation Without the Creep Factor, and Digital Experience Reimagined. Every topic can run as a keynote, workshop, board or executive briefing, panel or virtual session, tailored to your audience and industry.

HAS SPOKEN FOR



FORMATS

Keynotes, workshops, board and executive briefings, conference chairing, MC and panel roles, and virtual sessions. Isabella is based in Melbourne and speaks throughout Australia and internationally.

WHAT ORGANISERS SAY

She thoroughly researched our company and audience to ensure her topic and presentation would resonate. We had some of our highest engagement rates ever, with our attendance targets almost doubled.

Nicole Stirling, Director of Marketing, Acquia

The link between employee experience and customer experience also really resonated with the group.

Tim Hickman, Finance Director, Cummins Asia Pacific

The best speaker of the day. Very knowledgeable, energetic, knows the business, knows the clients. Fantastic!!

Delegate, Government Customer Service Summit