



GEORGE BLANKENSHIP

Former Executive at Tesla Motors, Apple Computer and GAP Inc.

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 - Brings 30 years of international strategy, retail and real estate experience to his audiences
 - He most recently disrupted the auto industry, redefined customer engagement, and revolutionized the car-buying experience in his executive role at Tesla Motors
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Former executive at Tesla Motors, Apple Computer and GAP Inc., George Blankenship brings 30 years of international strategy, retail and real estate experience to his audiences. He most recently disrupted the auto industry, redefined customer engagement, and revolutionized the car-buying experience in his executive role at Tesla Motors. As vice president of real estate at Apple, Blankenship formulated and executed one of the most triumphant retail growth strategies in history and is widely recognized as the architect of Apple's brand-building retail method. Apple saw a material, sustained increase in sales, profit and consumer loyalty due to Blankenship's focus on reformulation of the consumer experience, building brand awareness, and ongoing accessibility to customers. Blankenship has meaningfully redefined the role of superior customer experience in contemporary markets and knows how to hone and refine corporate values to deeply strengthen customer loyalty. An industry leader and market expert, he brings high-energy and unmatched insight on how companies can build and create brand loyalty, remain competitively positioned in a modern market, and thoroughly equip themselves to deliver first-class customer care. His innovative processes inform and transform secure, status quo organizations into forward-thinking and dynamic players of the future.

TEMAS

- Innovation
- Business Growth and Trends
- Branding
- Customer Loyalty
- Professional Achievement

PROGRAMAS

The Future of Innovation

What does it take to transform a company from status quo market contender to forward-thinking and dynamic player of the future? Industry leader and expert George Blankenship looks to the future and explores this question in an engaging and thought-provoking presentation. Widely recognized as the architect of Apple's brand-building retail strategy, Blankenship formulated and executed one of the most successful retail growth strategies in history by turning the classic engagement model on its head. Most recently, he revolutionized the auto industry by redefining the car-buying experience in his executive role at Tesla Motors. Bringing 30 years of industry experience and invigorating insight, Blankenship shows you how to build your brand based on the unique value that your company provides and how to market and attract new customers. Audience members take away fresh, fascinating ideas and innovative tools for rethinking their role in a competitive environment.

Customer Experience

Learn how to equip your company and deliver what your customers most want and need as George Blankenship conveys animated stories of challenge, strategy and demonstrated results. How far do you need to go to change the way people think and act? With 30 years of strategy, retail and real estate experience, the former Tesla and Apple executive believes in order to develop brand loyalty and earn the trust of customers, companies must first dedicate themselves to understanding the customer experience. Blankenship captivates audiences and energizes them with the tools they need to remove barriers to innovation, deliver outstanding customer experiences, and create a culture of service excellence. His high-energy presentation inspires audiences to rethink the challenges that face consumers in a modern market and develop groundbreaking, consumer-centric strategies that will transform and elevate organizations into global icons.

CONDICIONES

- **Travels from:** USA
- **Fee Range:** Please Inquire

