



## JIM GILMORE

World-Leading Expert on Customer Experience

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James Gilmore literally wrote the book that spawned worldwide interest in experience design, customer experience management, and experiential marketing.

Tom Peters rightly called Gilmore and Joe Pine's book "The Experience Economy" a "brilliant, absolutely original book." Now published in eleven languages, it continues to find new readers across myriad industries as businesses find their goods and services commoditized and customers increasingly spending their time and money on experiences—memorable events that engage them in an inherently personal way.

Gilmore and Pine's most recent book, "Authenticity: What Consumers Really Want", contends that businesses must learn to manage authenticity as a distinct business discipline. Indeed, in an ever more commercialized, intentionally staged, and technologically

mediated world, people today want the real from the genuine - not the fake from some phony.

Time magazine dubbed the core of Gilmore and Pine's thinking as "synthetic authenticity" and included it among its covers story featuring "ten ideas that are changing the world". Gilmore has been described as a "professional observer," sought by enterprises around the globe for his expertise in conceiving and designing new ways of adding value to their economic offerings.

Gilmore's ideas have been featured in numerous articles on business strategy and innovation for such publications as the Harvard Business Review, The Wall Street Journal, and Investor's Business Daily - among others.

Gilmore is a graduate of the Wharton School of the University of Pennsylvania. He is a frequent keynote speaker, as well as workshop facilitator and executive coach; a number of professional societies, trade associations and individual companies engage him to help design their overall meetings and events.

## **TEMAS**

- Marketing
- Customer Loyalty
- Customer Experience

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## **PROGRAMAS**

### **The Authenticity Imperative**

In a world filled with ever more mediated and staged experiences, consumers are now making decisions based on how real they perceive various offerings to be. As a result, enterprises must become adept at rendering authenticity. Finding ways to tap into this

emerging sensibility will become essential for success in the years and decades to come. These new ideas will truly help businesses discover who and what they are.

### **Welcome to the Experience Economy**

A fundamental shift is occurring in the very fabric of our economy. Today, what people desire are neither goods nor services, but something very different in kind - namely experiences that engage them in a personal and memorable way. Such experiences will increasingly command a premium fee and provide the basis for generating new revenue growth in for individual businesses and overall prosperity for both advanced and developing nations.

### **Everything You Need Can Be Learned From Reality TV**

Gilmore will walk through ten start-up businesses that have approached him in recent years in search of advice and/or capital. He has secured permission from each new venture to share their basic business concept. The audience will then vote on which they think is most viable. In a shockingly unexpected finale to the talk, Gilmore will share his perspective on the role Reality TV played in conceptualizing each new enterprise!

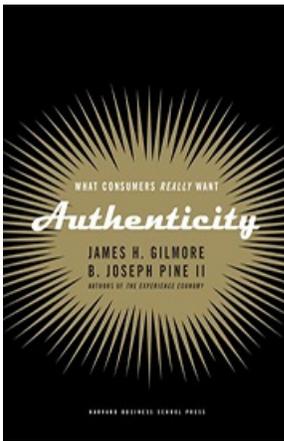
### **How Goods, Services and Experiences Vary**

Gilmore will share his perspective on how successful design necessarily varies for goods, services, and experiences. He will share his perspective on the design appeal of the (experience) enterprises, physical things (goods) and intangible activities (services) that he most admires for their design distinctions - and the principles he detects that create their appeal.

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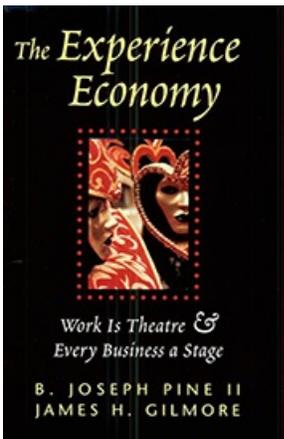
## **PUBLICACIONES**

Libros



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AUTHENTICITY



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THE EXPERIENCE ECONOMY

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