



# CHRIS HOOD

Fractional Chief Customer Officer  
Fractional Chief Digital Officer  
Fractional Chief Transformation Officer

Recognized among the Top 30 Customer Experience Gurus by Global Gurus in 2024, Chris brings over three decades of expertise in creating customer-centric cultures. His background includes leading digital strategy at Google, pioneering storytelling technologies at Fox & Disney, founding multiple companies with over \$500 million in revenue, and helping companies grow combined more than \$26B. As the author of "Customer Transformation," Chris is dedicated to aligning customer success with digital strategies, making him the ideal partner as your Fractional Chief Customer Officer or Chief Digital Officer to navigate the complexities of today's market and unlock unparalleled growth and customer loyalty.



"Chris' experience was an eye-opener for the way I think about our customers. His storytelling approach completely changed my mindset on what customer-centricity means, and its impact on our technology decisions."

- Rachael M.  
Chief Executive Officer

**Empower Success:** Ignite your team's passion and desire for customer success.

## Strategic.

Harnessing deep knowledge in strategic planning, Chris crafts bespoke solutions that align with your business goals. He transforms challenges into opportunities, facilitating growth, innovation, and competitive advantage.

## Empowering.

Chris empowers your team with the tools and mindset needed for excellence in customer experience. Through leadership and mentorship, he instills confidence and a customer-first approach, fostering a culture of high performance.

## Innovative.

Chris applies cutting-edge technologies and creative strategies to redefine your customer experience. He pioneers novel approaches to customer interactions, ensuring your business leads with innovation.