

## CLIENTING: DO YOU DESERVE YOUR CLIENTS? EARNING YOUR CUSTOMERS' HEARTS AND MINDS

### BECOMING A LOVE BRAND AND UNLOCK CLIENT'S LOYAL BEHAVIOURS

Markets and customer management has never been so risky and so strategic at the same time. To conquer the market, commercial & marketing professionals are becoming protagonists of strategic execution. The task is no longer just sell products or services but activating the whole organization in connecting the customers and the brand. Companies need to spend more time in refining and communicating the “who we are” and “why we do what we do”.

Technology transforms businesses and supports the objectives of creating brands that are attractive, manage customer experience through multiple channels and encourage loyal behaviors. The challenge is always the same but with new resources. Companies have a responsibility to deliver on their brand promise, customer experience and values that sustain their culture in a coherent and virtuous whole.





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ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

### Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



### Ex Experience

Huete&Co  
PARTNER

IESE Business School  
ADJUNT FACULTY

Notre Dame University  
ADJUNT FACULTY

Entrepreneur School  
EDEM  
ADJUNT FACULTY

CEU-UCH University  
HONORARY PROFESSOR

Basque Culinary Center  
ADJUNT FACULTY

UTi Worldwide Inc.  
GLOBAL PRESIDENT, INTEGRATED SOLUTIONS  
EMENA REGION PRESIDENT  
GLOBAL SENIOR VP, PLANNING & EXECUTION  
EMENA REGION PRESIDENT, CLIENT SOLUTION  
EMENA REGIO PRESIDENT, COMERCIAL  
& MARKETING

SLI, S.A.  
FOUNDER & CEO

### E Education

CEU-UCH University  
PhD IN STRATEGY

Rey Juan Carlos Univ.  
MASTER IN MARKETING

IESE Business School  
EXECUTIVE MBA

CEU-San Pablo Univ.  
DEGREE IN BUSINESS ADMINISTRATION

### Sk Skills



### S Services

#### Conferences



#### Seminars



#### Advisory Services



### I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION  
INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT  
MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

