



Hi. I'm Jeff Baker, founder of Trendless™. Trendless is a Customer Experience (CX) consultancy that specializes in creating tailored CX frameworks that connect strategies – corporate, brand, product – to customer-centric initiatives. Trendless CX frameworks help identify, and fortify, the unique experience touchpoints that amplify brand and product attributes throughout your customer's end-to-end journey and holistic customer experience.

At its core, Trendless delivers customer-centric experiences that activate promoters of brands and products to create the strongest Customer Lifetime Value (CLV) for businesses. How? By activating promoters that are eager to engage family, friends, colleagues and even strangers with stories of how brands and products enable that “something” in their lives. These face-to-face (WOM) and online (DWOM) stories, conversations, and reviews validate choices that retain existing customers, help attract new customers, and foster loyalty and advocacy for both, which in turn drives stronger growth, CLV, sales, profits, dividends, and R&D.

I formed Trendless from an underlying desire and drive that's fueled my career for two decades. Trendless is truly a manifestation of who I am – personally and professionally. From an early age, my brain has been wired to distill things down to the core and intuitively connect topics, ideas, and solutions. As an adult, I learned this distilling-drive is my Myers-Brigg's INTP mindset, and the driver of my passion as a Customer Experience Popularizer.

As a popularizer, I have led countless customer-centric initiatives for over the past 20 years. Prior to founding Trendless, I spent 10 years at BP where I designed its US retail CX strategy, a global retail trends & market intelligence program, a global fuel & mobility trends program, and led numerous innovation initiatives. While serving as the gatekeeper for BP's ideal retail and fueling experiences, I consulted global and regional teams to ensure efforts were on-brand, improved customer experience and loyalty, and delivered differentiation. All of which resulted in organic and sustainable growth. A true privilege was being awarded accountability for the #1 touchpoint and handshake with the customer – the dispenser fueling experience.

Before joining BP, I worked for 10 years in the automotive industry in customer-centric marketing roles. My interest in the CX space and my automotive career path go hand-in-hand since I grew up in the Motor City Capital: Detroit. My career started with market research roles at Gongos & Associates and J.D. Power & Associates, which provided an ideal CX foundation. While consulting with automotive manufacturers and suppliers, I mastered all aspects of qualitative, quantitative, and syndicated research from project design to analysis.

Tackling a more technical CX role, I joined Ford's Advanced Chassis Team and was responsible for the driver's emotional connection inside the vehicle to the technical aspects of the under-bodied advanced chassis components. In my role at Visteon, I created vehicle-level customer experience stories and marketing plans for over twenty current and future model year vehicles. These strategies showcased the competitively distinct advantage of Visteon's components aligned with the manufacturer's brand promise.

For more information visit thinkTrendless.com or reach me at jeff@thinktrendless.com and +1 312-675-2514.

Education: I have an MBA from the University of Detroit-Mercy and a BBA from the University of Michigan-Dearborn. For continuing education on the six disciplines of CX and on-going nurturing of Trendless, I am a Certified Customer Experience (CX) Strategist with CX University, a Certified Satmetrix Net Promoter® Associate, and a member of the Customer Experience Professionals Association (CXPA).

For more on my career visit www.linkedin.com/in/jeffreyallenbaker.