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FOR IMMEDIATE RELEASE

CEO of The Petrova Experience Launches Podcast for Executives

New Podcast Examines Customer Experience from the Top

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Liliana Petrova, CCXP, Founder and CEO of The Petrova Experience, today announces the launch of a new BtoB podcast about customer experience.

The One Thing: Customer Experience from the Top gives an exclusive, inside view of customer experience strategy, design, and cultural commitments from some of the world's top brands.

The exclusive podcast presents 20 conversations in 2021. Hosted by Liliana Petrova, it launches 2.1.21. Scheduled guests include the CEO of Hyperloop, Co-Founder of Wingo Airline and General Manager for Colombia of Nu Bank, and the former President of NFL Experience who is now behind the new One Vanderbilt Entertainment Experience.

The ethos of the show is that it gets lonely at the top. To that end, Customer Experience expert Liliana Petrova joins fellow executives to unravel the complexity of customer experience strategy. The conversations guide listeners through the what, why and how of customer experience. They cover the reasons customer-centric culture is the only way to do business in 2021 and beyond, and what it means from the top down to lead and transform an organization to customer centricity.

Produced by MouthMedia and launching February 2, 2021, *The One Thing: Customer Experience from the Top* hosted by Liliana Petrova will be available across podcast channels. Access podcast episodes at <https://omny.fm/shows/the-one-thing>.

The Petrova Experience is an international customer experience consulting firm that connects customer experience to ROI. Based in Brooklyn and founded by Liliana Petrova, The Petrova Experience designs and implements customer experiences that help businesses ever-increasing customer expectations and market challenges. The Petrova Experience is a Federally recognized Minority and Women-Owned Business. Learn more about The Petrova Experience at thepetrovaexperience.com

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