

# LILIANA PETROVA, CCXP

“I have been attending this event for 10 years. Liliana’s presentation is the best I have ever seen.”



Photo by Jay Mayer

ENTREPRENEUR

SPEAKER

VISIONARY

CEO

Liliana Petrova is an engaging speaker who brings humor, real-life examples, and authentic emotional and intellectual connection to every audience she meets.

Her actionable presentations draw on field experience pioneering a new customer-centric culture that energized more than 15,000 JetBlue employees. A winner of the *Future Travel Experience & Popular Science* award for her JFK Lobby redesign and facial recognition program, Liliana brings real experiences in hospitality, aviation, technology, and customer experience to diverse audiences across the globe.

Liliana is the founder and CEO of The Petrova Experience, a boutique international CX firm that works with clients in transportation, travel and hospitality, healthcare, education and non-profit sectors. The Petrova Experience is a Certified Women-Owned Business (MWBE) at the NY City, State, and Federal levels. Liliana holds an MBA from NYU Stern School of Business. She is committed to creating seamless experiences for customers and greater value for brands. She relentlessly works to build community and connection around experience, innovation, and the pursuit of customer and employee happiness.

## HIGHLIGHTS

Customer Experience ROI

Transformational Cultures

Radical Approaches to Travel & Human Experience

How to Build Brands with Impact

Human-Centered Solutions for Crises

How Hospitality Saves Brands



## AUDIENCE FEEDBACK

“I want to express my heartfelt gratitude; your words served as a catalyst, **providing the momentum** needed to forge ahead.”

“Thankful for Liliana’s insights. We learned so much about **empathy and culture** as cornerstones of a brand.”

## BOOK LILIANA FOR A SPEAKING ENGAGEMENT

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# KEYNOTES & EVENTS

## How to Secure CX ROI and Create a Narrative of Success

Through the stories of customer experience transformation, uncover the return on investment for brand-changing (and reputation restoring) customer experience programs.

### For audiences who are...

Looking for market opportunity through customer experience

Ready for transformation

In transition seeking differentiators and weighing investment impacts

## The Heart of Customer-Centricity and Culture

Learn the customer-culture connection and the power it brings to employees, brand, and customers.

### For audiences who are...

Aiming to improve customer experience and increase customer loyalty

Solutioning organizational culture and employee retention

Motivated leaders ready to deliver exceptional experiences for customers and employees

## The ROI of CX: How Hospitality Can Save Brands

In a heartfelt and data-backed keynote, get immediate insights on how to set and achieve revenue and loyalty goals by leveraging hospitality mindset and best practices.

### For audiences who are...

Defining and pursuing customer experience and loyalty goals

Planning for upcoming major events and exploring how to leverage them for loyalty

Cross industry organizations aiming to improve reputation and increase revenue

## What is a Brand?

Energize leaders around brand value creation, linked to purpose-driven culture and employee-empowered teams.

### For audiences who are...

Building a brand

Creating a values-driven culture

Creating purpose-driven teams

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