GREG KIHLSTRÖM

the
agile
world

greg@theagile.world
www.theagile.world
www.gregkihlstrom.com

GREG KIHLSTRÖM - Bio

Greg is a best-selling author, speaker, and entrepreneur. He has worked with some of the world's leading organizations on customer experience, employee experience, and digital transformation initiatives, both before and after selling his award-winning digital experience agency, Carousel30, in 2017. He has worked with some of the world's top brands, including AOL, Choice Hotels, Coca-Cola, Dell, FedEx, GEICO, Marriott, MTV, Starbucks, Toyota, and VMware.

He is a member of the School of Marketing Faculty at the Association of National Advertisers, currently serves on the University of Richmond's Customer Experience Advisory Board, was the founding Chair of the American Advertising Federation's National Innovation Committee, and served on the Virginia Tech Pamplin College of Business Marketing Mentorship Advisory Board. Greg is Lean Six Sigma Black Belt certified and holds a certification in Business Agility from ICP-BAF.

Greg's newest book, *The Agile Workforce* (2021) explores the current and future state of the workforce and envisions a world where individuals thrive in a new world of work opportunities enabled by technology, decentralization, and a shift in the power dynamics between employers and employees. His previous book, *The Center of Experience* (2020) talks about how customer and employee experience can be operationalized into a cohesive brand experience. He wrote another book on customer and employee experience called *Digital Delight* (2019), that focuses on designing, implementing, and measuring CX and EX. Greg's previous book, *The Agile Consumer* (2019) explores the most recent shifts in the brand-consumer relationship and how companies must become more agile across their entire operation to remain successful. *The Agile Brand* (2018), follows the evolution of branding from its beginnings to the authentic relationship with brands that modern consumers want, and gives practical examples of what you can do to create a more modern, agile brand while staying true to your core values. His first book, The Agile Web (2016), discusses the changing landscape of digital marketing and customer experience. His podcast, *The Agile World*, launched in early 2019 and discusses brand strategy, marketing, and customer experience.

Greg was named a 2018 50 on Fire winner from DC Inno as one of DC's trendsetters in Marketing. He is a regular contributing writer to Forbes, and has been featured in publications such as Advertising Age, SmartCEO, Website Magazine, and The Washington Post. He's participated as a keynote speaker, panelist and moderator at industry events around the world including Internet Week New York, Internet Summit, EventTech, SMX Social Media, Social Media Week, Mid-Atlantic Marketing Summit, ABA Bank Marketing Summit, and VMworld. He has guest lectured at several schools including VCU Brandcenter, Georgetown University, Duke University, American University, University of Maryland, Howard University and Virginia Tech.