

RIK REPPE

Los Angeles, CA • 612 308 2598 • rikreppe@experiencealchemists.com • linkedin.com/in/rikreppe/

CUSTOMER EXPERIENCE DESIGN LEADER – CHANGE AGENT

Customer experience design leader, business strategist, digital innovator and pioneer in digital experience age. A visionary and change agent focused on finding the economic impact of changing and future trends, and creating innovative solutions by designing tools, using rigorous analytics and emerging technologies.

- ◆ **Transformational Change:** Take multiple organizations through large scale transformations with new vision, customer experience strategy and upgraded culture.
- ◆ **Business Strategist:** Monetize consumer preferences to unlock revenue stream aligned to a firm's strategic business goals.
- ◆ **Digital Innovation:** Chart the path to the digital future with an emphasis on altering physical environments through the incorporation of digital tools
- ◆ **Customer Experience Design:** Find the human and humane interfaces that lead to monetizing changes in consumer and user behavior.

PROFESSIONAL EXPERIENCE

Experience Alchemists

2020-Present

Experience Alchemists is a full service Digital Innovation, Digital Product, and Experience Strategy and Design firm founded in 2020 by Rik Reppe. eXalc delivers Big Four Consultancy and Big Five Agency quality at a fraction of the price by deploying a network of talented independent consultants with years of experience in their respective domains.

Founder/CEO, Los Angeles, CA (2020-Present)

Recruited by MBO Partners to create one of the flagship communities on its platform, serving Fortune 1000 clients with an army of independent professionals

- Built network of talent at all levels by calling on his international network of practitioners
- Created initial service offerings in Experience Strategy and Design, Digital Product Strategy and Development, and Digital Innovation
- Secured network of Fortune 1000 clients, as well as select smaller companies, going from zero to \$2M+ in first six months.
- Built out a sub-network of practitioners in voice UX/UI unrivaled outside of Google, Apple, and Amazon.
- Launched additional service lines in talent placement, storytelling for executives, and rapid digital design and development for small businesses and non-profits

PRICEWATERSHOUSECOOPERS

2010-2019

Insert company information

West Coast Leader – PwC's Experience Center, Los Angeles, CA (2017-2019)

Recruited to restart and run the West Coast Experience Center.

- Led money losing business unit riddled with dissension among the small team; realized a first year turn around to profitability through a combination of reorganizing and empowering demoralized employees.

- Built the West Coast Experience Center business from near 0 to \$20M+ with 30% margins; served as regional ambassador for new brand; raised profile and lead generation through internal and external networks.
- Created market differentiators within the digital space, bringing digital components into physical environments to fundamentally change the environment and workplace of the future.
- Led the establishment of PwC's experience strategy and design work on emerging technologies, including AI, ML, VR/AR/MR, RPA and others.
- Led experience design component for workplace of the future offerings; developed digital tools to reshape existing workforce; provided just-in-time training for digital tools.

Founding Partner – PwC's Experience Center, Minneapolis-St. Paul, MN (2014-2017)

Led Customer Experience practice globally. Selected as one of five founding partners for new hybrid Agency-Consultancy, PwC's Experience Center.

- Incorporated multiple acquisitions into firm and the Experience Center; integrated capabilities of a leading digital creative agency with PwC's existing customer experience practice, creating entirely new service offerings that combined experience strategy with creativity and imagination of a digital agency.
- Led team of 100+ focused on the strategy discipline for the Experience Center, contributing to revenue streams worth in excess of \$100M.

RIK REPPE

PAGE 2

Global Leader – Customer Experience, Minneapolis-St. Paul, MN (2014-2017)

Led global standardization of approach to developing Customer Experience strategies to provide consistency and fungibility across PwC's global network of firms. Led team of 1000+ professionals worldwide, as part of 35 different experience groups across the globe.

- Built global team that created a network wide methodology, approach and set of tools, including journey mapping, persona development, analytics and strategy briefs.
- Created the organization, operations and cultural infrastructures and methods across global markets.
- Led initial global cross region customer experience strategy and design engagements for the firm.

US Leader – Customer Experience, Minneapolis-St. Paul, MN (2010-2014)

Designed, built and ran US Customer Experience practice, including recruiting and training team of 100+.

- Re-started PwC's Customer Experience practice starting with budget of 0; developed the team, established principles & practices, managed the P&L, and built the business to \$70M.
- Creator and leader of offering to place a value on experiences and customer interaction points.

Diamond Management & Technology Consultants, Minneapolis-St. Paul, MN

2006-2010

Insert company information

Director Customer Experience and Customer Analytics

Led customer experience and analytics practice.

- Developed approach to placing hard economic value on the amorphous thing called "experience" and built out quantitative qualitative research capabilities for digital strategies working in multiple industries, including security, insurance and airlines.

EDUCATION

Master of Science, Economics

Emphasis in econometric and spatial modeling of Voter/Consumer Choice
University of Arizona, Tucson, AZ

Bachelor of Arts, Theatre
University of Southern California, Los Angeles, CA

COMMUNITY LEADERSHIP

Board of Councilors, USC School of Dramatic Arts

Board of Directors, Volunteer Advocate

PUBLICATIONS

Download: Insight to Impact: Measuring the outcome of customer experience excellence

Beyond lip service: Turning customer experience aspirations into reality

Recipe for Success: Cooking up a superior customer experience

2013 Financial Performance Report Growth Strategies: Unlocking the power of the consumer

10 Minutes on building the customer-centered organization

Growth comes with knowing your customer – Customer Impact and Emerging Technologies