

# **Eric Weaver**

**VP & Practice Lead, Xerox Customer Experience Practice at Xerox**

Seattle, WA, US

Fortune 500 approaches & best practices for digital marketing and customer experience

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## **Description**

EERIC WEAVER is a digital marketing veteran who has spent 28 years creating market impact for household brands. Weaver got his start in what we now call community and content management in 1990, and has since served as CEO, strategist, creative director, and client lead for major ad agencies and consultancies. He has counseled over 80 blue-chip clients through two societal transformations – the commercial Web and the social media revolution – and has built and led creative, production and strategy teams in London, Washington DC, Los Angeles, Seattle, Detroit and Cincinnati.

As VP and Practice Lead for the Xerox Customer Experience Practice, Weaver oversees the company’s US marketing services consultancy, providing Fortune 500 clients with customer experience design, transformation advisory, content marketing, marketing automation, and personalization council. He is also a key contributor to the company’s efforts around distributed ledger technology. Before to his role at Xerox, Weaver counseled both large corporate clients and governmental agencies in the areas of business strategy, competitive advantage, customer experience, and digital transformation.

Weaver has been twice recognized as one of the “Top 50 Marketing Thought Leaders Over 50” by Brand Republic, and has been quoted in AdAge, BusinessWeek, Forbes, Fortune, Hoover’s, Inc. Magazine, MediaWeek, the Seattle Times, and the Washington Post. He speaks globally on blockchain, digital marketing, internal transformation, and marketing ethics. Weaver gives back to the marketing profession as a guest lecturer for a number of schools that include the University of California at Berkeley, Dublin City University, and the University of Washington. He is a summa cum laude graduate of Xavier University and lives in Seattle, Washington.

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## **Availability**

Keynote, Moderator, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Social Media, Management Consulting, Advertising/Marketing

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## **Topics**

Performance Based Marketing, Digital Marketing Strategies, Social Media Analytics, Social Media, Consumer Behavior, Social Business, Big Data Analytics

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## **Affiliations**

Marketing Hall of Fame Academy, American Advertising Federation, Chief Digital Officer Club, I-COM Global Forum for Marketing Data & Measurement, World Brand Congress

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## Sample Talks

### **ROX: Creating a Return on Experience**

**SYNOPSIS:** Companies are under constant, often painful pressure to increase sales and reduce costs. Often that pressure leads executive teams to look inward, pushing overworked sales teams even harder or making painful cuts to delivery capability. Yet thereâ€™s a big opportunity to achieve executive KPIs without the pain, by looking outward to the customer experience.

In this talk, veteran digital marketer Eric Weaver will discuss the growing practice of Customer Experience (CX) Management â€“ quantifying the opportunity, providing tactical tips on improving customer touchpoints, particularly at retail, and sharing examples of top-line and bottom-line improvements that create significant Return on Experience. Cases will cover how to spike revenue through innovative customer engagement campaigns (to the tune of \$1B in a record 30 days), and how to reduce costs by 25% through supply chain improvements, automation and efficiencies. Attendees will leave with a management case to shift from traditional approaches toward more impactful investments in CX improvements.

**PRESENTATION LENGTH:** :30 or :60

**AUDIENCE:** COOs, CMOs, VPs and Directors of Marketing, Retail LOB managers

**PREVIOUSLY SEEN AT:** IPG CMO Marketing Summit, Atlantic City NJ, March 2, 2017

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## Past Talks

### **The Smoke from the Mirrors: Assessing Digital Marketing Competence**

National Assn of Education Procurement annual meeting

### **ROX: Creating a Return on Experience**

IPG CMO Marketing Summit

### **KEYNOTE: Everybody talks about Disruption like it's a Good Thing**

GetSocial 2017

### **LECTURE: Crisis Communications in the Age of Digital Tribalism**

Dublin City University - Masters in Digital Marketing Programme

### **The Five Horsemen of Digital Disruption**

140 Characters Conference

### **LECTURE: Online Behavior and the State of the Marketing Profession**

University of California at Berkeley, BBA Program

### **KEYNOTE: Leap of Faith: Surviving & Thriving the Coming Brand Apocalypse**

Elevate 2016

**KEYNOTE & CONFERENCE CHAIR: The Five Horsemen of Digital Disruption**  
eBev Global Summit

**KEYNOTE: Facebook'un 5 Tesinde: Bizim Peer-to-Peer Geleceğimiz**  
Ankara Marka Festivali

**Six Secrets to Overcoming Digital Marketing Hurdles**  
Performance Marketing Insights London

**The Great Social Media Crisis of Faith**  
Performance Marketing Insights Europe

**The Language of Content**  
Discovery III

**KEYNOTE: The Great 2014 Social Media Crisis of Faith**  
Chief Digital Officer Forum 2014

**PANEL: #Social2015: Trends, predictions and priorities for the year ahead**  
ad:tech London

**KEYNOTE: The Great 2014 Social Media Crisis of Faith**  
GetSocial 2014

**KEYNOTE: The Great 2014 Social Media Crisis of Faith**  
eBev 2014

**KEYNOTE: Is the Free Social Media Marketing Party Over?**  
Internet Advertising Bureau (IAB) Social Performance Townhall

**KEYNOTE: Who Are You - Really?**  
Interpublic Group Asian Heritage Summit

**KEYNOTE: Every Business is a Social Business**  
Engage Digital Summit 2013

**MODERATOR, Discussion on Social Fitness & the Quantified Self**  
2013 State of Now Conference

**MODERATOR, Discussion on Social Media in Advertising**  
American Advertising Federation National Conference

**KEYNOTE: Commerce is Social: Connecting and Converting Online Prospects**  
2013 Extraordinary E-Commerce Conference

**MODERATOR, "Windows Mobile 8: a Game Changer?"**  
Get Mobile 2012

**CLOSING KEYNOTE: Social Business "The Opportunity"**  
Get Social 2012

**Moderator: The State of Social Media in Ireland**  
Get Social 2012

**KEYNOTE: the Case for Social Business**  
Social CEO Summit

**KEYNOTE: Social Business "The Opportunity for India"**  
Engage Digital Summit 2012

**KEYNOTE: "Social Business: the Opportunity for India"**  
The 2011 Social India Conference

**KEYNOTE: "Social Media is Dead! Long Live Social Media!"**  
Enterprise 2.0 Summit

**KEYNOTE: "Be Seen, Be Found (Canadian Edition)"**  
mruSHIFT Conference

**The Customer Engagement Journey**  
140 Characters Conference

**Products, Packaging & Proof: Building Trust into Customer Experience**  
Brand Innovators Marketing Innovation Summit @ SXSW

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## **Education**

**Xavier University**  
Communication Arts/Broadcast Media Bachelor of Arts

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## **Accomplishments**

### **Top 50 Marketing Thought Leaders over 50**

Each of the Marketing Thought Leaders highlighted have a wealth of experience and knowledge to share; and have gained the respect of their peers through their words, actions and achievements, in print, online and in person.

### **Brand Leadership Award, World Brand Congress**

Awarded a Branding Leadership Award from the World Brand Congress for lifetime work in branding

### **Multiple Gold Beacon Awards, Business Marketing Association**

Awarded "Best Brand Identity," "Best Integrated Campaign" and "Best Print Collateral" for work for client SumTotal

### **American Corporate Video Award, "Best Original Score"**

Role: Composer. Client: Technomic Publishing. Awarded an American Corporate Video award for "Best Original Musical Score" for "Total Quality Management for Schools."

### **Webby Award, "Best Healthcare Site"**

Webby Award for "Best Healthcare Site" for MayoClinic.com

### **Best Brand Website, American Advertising & Marketing Association**

Automotive Advertising & Marketing Association, "Best Brand Website" Bronze for lincoln.com

### **"Best of Healthcare Industry" Award, Web Marketing Association**

Web Marketing Association "Best of Health Care Industry" award, for mayoclinic.com

### **"Cool Corporate Website Award"**

Awarded "Cool Corporate Web Site Award" for mercuryvehicles.com (Ford Motor Company)

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## **Testimonials**

### **Angela Scardillo**

"Eric is among the rare few thought-leaders truly immersed in social media. He definitely "gets it". Our organization reached out to Eric in an effort to better understand and integrate social media into our communications and customer experience strategy, and he left our team engaged and inspired."

### **Andrea Shuff**

"As a client who worked closely with Eric for more than a year, I would entrust him with any large Marketing project " not just Social. Eric is one of the smartest people I've ever worked with " an absolute leader in the digital space, a true expert in Social and an all-around great guy. From the beginning of our engagement, he was a partner in the truest sense " engrossing himself in our business and ultimately becoming more knowledgeable about the inner workings of our organization than many of us were. He is more than capable of developing complex strategies but doesn't shy away from then determining the necessary tactical pieces to execute it."

### **Maria Emmer-Aanes**

"When I met Eric Weaver in 2008 during a website redesign project, I knew NOTHING about social media. Day in and day out, Eric encouraged me to jump into this new media world with both feet. Over a six month period, Eric built our confidence and convinced Nature's Path Organic Foods that we could no longer leave untapped, awareness building and shopper engagement opportunity on the table. He helped us set strategic goals, provided our team with new resources, collaborative partnerships, and effective tools that allowed us to soar. In fact, during that time we set communication handrails that have made us the number one organic brand throughout social media today. Eric can see the future. He has a clear picture of what matters in building relationships and he is remarkable at pulling people together to get things done. He is a phenomenal listener who is generous with praise, open to tough assignments and strategically breaks through constraining paradigms by taking smart, calculated risks. He is a man who leads with honor, integrity and heart. Simply put, you cannot and will not find better than Eric Weaver."

### **Shane Gibson**

"Eric Weaver and I first connected on Twitter several years ago. The thing that struck me immediately was his willingness to genuinely help and share his vast experience in marketing, business and of course social media and social communications. As an author of two books on social media I have traveled to four continents interacting with all sorts of social media "leaders" and thought leaders. I've seen it all - and Eric is the real deal. We had him speak at Social Media Week Vancouver in 2011 and he was so well received that we asked him to return and speak a second year in-a-row at Social Media Week Vancouver 2012. I would highly recommend Eric as a marketing and social media thought leader. He is the real deal."

### **Gary Goldhammer**

"Eric Weaver is a profound thinker, astute strategist and an inspirational speaker, manager and practitioner in all things digital. He can do "what's now" while always pushing his clients and colleagues toward "what's next" and his dedication to his work is admirable to say the least. There are a very few people in this industry with Eric's abilities or passion."

### **Jon Winberg**

"I've had the opportunity of working with Eric Weaver on two occasions, this year. Eric's presentations are very well researched and organized, he is a true professional and a pleasure to work with. The delegates were very impressed with Eric's presentation style and incredible knowledge on the subject matter. We would highly recommend Eric and I personally look forward to the opportunity of working together in the future."

### **George Riddell**

"Eric Weaver has delivered several outstanding presentations to the members and constituents of Ad Club Seattle over the past few years. Each time, he has delivered an insightful, forward-thinking analysis of the current and future state of online social networks" with specific attention to the ways marketers and advertising professionals can and should be using new media. Based on our experiences with Eric, I strongly endorse him as a presenter and expert on the subject of digital media and social networking."

**Mike Whitmore**

Per my recommendation, Fresh brought Eric to be our Keynote Speaker at Social Media 201 in Seattle on April 15th. He was the PERFECT choice for the event which was held at Microsoft's Conference Center. Eric provided the perfect blend of fantastic delivery, comedic timing, supportive data and relevance to the attendees and made his Keynote one of the highlights of the event. I would highly recommend Eric as a Keynote and want to publicly recognize his contributions to the success of our event.

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