

SPEAKER PROFILE

Mr. Mats Rennstam

About

Mr Mats Rennstam has 20 years experience from the customer experience and research industry, working all over Europe in director roles at companies such as Teleperformance, OneSource and Frost & Sullivan. He became a partner in Bright 2004, founded Bright UK in 2006. Mats is a regular keynote speaker on trends and insights for customer experience and entrepreneurial topics.



Speaking engagement examples

- **Customer Contact Europe, France** (Frost & Sullivan)
 - Exceeding Customers Expectations in an Online World
- **ACCE, New Orleans, U.S.** (ICMI)
 - Achieving magic through holistic performance management.
- **The Forum annual CX conference, UK**
 - CX observations and trends, key note. [Video](#).
- **National Contact Centre Conference, UK** (CCMA)
 - Busting industry myths.
- **Annual Call Centre Conference, UK** (Forum events)
 - Contact Centre Trends and How to Raise the Game [Video](#).
- **Customer Experience Summit, Spain** (KP Morgan)
 - The road to best in class.
- **Callcenterforum, Norway** (Confex)
 - Contact centre trends and how to raise the game. Keynote.
- **Directors' Club Conference, UK** (DCGBNI)
 - Voice of the Customer.... are you listening?
- **Call Centre Expo, UK** (UBM)
 - Using Performance Management Metrics Strategically.
- **Middle East Contact Centre Forum, Dubai** (IIR)
 - Optimizing contact centre performance.
- **CCA Annual Convention, Scotland** (CCA)
 - Driving customer behaviour and profitability.



JUDGING ENGAGEMENTS

- European Call Centre Awards, UK
 - Norwegian Customer Service Awards, Norway.
 - South East Contact Centre Awards, UK.
 - North East Call Centre Awards, UK.
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Delegate Feedback

“Addressed issues very clearly, such as what customers value most.”

“Some good hints/tips – found him very engaging.”

“Good ideas, reasoned suggestion” “Informative presentation.”

“Best speaker of the day! Gave a unique view of the subject and gave me a lot to take away and consider.” “Great presentation.”

“Excellent, very informative” “Excellent presenter / very knowledgeable.”

Employment History

NON EXECUTIVE DIRECTOR	2019 –
BRIGHT UK LTD / BRIGHT AB <i>Owner / Managing Director</i>	2004- 2018
FROST & SULLIVAN <i>European Sales Director</i>	2002 to 2004
ONESOURCE INFORMATION SERVICES <i>European Business Manager</i>	2000 to 2002
TELEPERFORMANCE <i>Nordic Co-ordinator, European Sales Manager etc.</i>	1993 2000



<https://www.linkedin.com/in/matsrennstam/>

Education

European Diploma in Marketing	1996
Marketing Diploma	1989-90
Economics	1984-87

Language skills

➤ Swedish	Mother tongue
➤ English	Fluent
➤ Danish, Norwegian	Good working knowledge
➤ French	Good working knowledge
➤ German	Working knowledge
➤ Spanish	Working knowledge

Images

