



Trainer Bio: Shane Green

Professional Experience

As the president and founder of SGEi, Shane Green leads the consulting practice that helps organizations redesign their culture and customer experience strategies. In the past five years, he has consulted some of the most iconic brands in business today. He has helped transform the customer experience strategy for NBA, BMW, Westfield, MSC Cruises, and McCann Marketing. He has developed cultural strategies for United Airlines, Hakkasan, Footlocker, and MGM Resorts International. Shane's background is in hospitality, where he worked with the Ritz Carlton Hotel Company for nine years, which included opening hotels in Asia. He was also the managing director for Hayman Island in Australia and the vice president of operations for Cipriani, worldwide.

Speaking Experience

As a keynote speaker, Shane has delivered countless speeches, facilitated trainings, and hosted executive retreats for businesses around the world. He has hosted his own TV show on Travel Channel, *Resort Rescue*, and had his book, *Culture Hacker*, published globally by Wiley. His speaking style has been described as inspirational, impactful, and memorable.

Education and Certifications

Shane earned a bachelor of commerce in marketing and business psychology from Canterbury University in his native country of New Zealand.