

Isabella Villani

Customer Experience & AI Keynote Speaker, Author & Board Director



“Automate the predictable. Humanise the memorable. Keep a human in charge.”

20+ years

advising boards, CEOs and executive teams

2 books

published by Wiley and Major Street Publishing

1,000+

international delegates at Aspect ACE, Orlando

GAICD

Order of Merit, Australian Institute of Company Directors

PROFILE

About Isabella

Isabella Villani is one of Australia's leading voices in customer experience (CX) and transformation. For more than 20 years she has advised boards, CEOs and executive teams, and her keynotes draw on live consulting work as AI reshapes what customers expect.

She is the author of *Transform Customer Experience* (Wiley) and *Good to Great CX* (Major Street Publishing), and founder and Executive Chair of Exceed Global, working with clients including Telstra, NAB, Westpac, ANZ, IAG, Medibank and Service NSW.

A Graduate of the Australian Institute of Company Directors (Order of Merit), she is Deputy Chair of GMB Water and a director of DV Safe Phone, so she speaks to boards as a director. She researches every client, audience and industry before she steps on stage.



CREDENTIALS

GAICD, Order of Merit

Deputy Chair, GMB Water

Director, DV Safe Phone

Member, Institute of Directors New Zealand

Lean Six Sigma Black Belt

Executive coaching qualifications

SELECTED ENGAGEMENTS

Kentico Connection APAC 2026, Sydney	Closing keynote and AI panel
SCA (Vic) Symposium 2026, Marvel Stadium	Closing keynote, 450 delegates
The Geelong Club business breakfast 2026	Keynote to directors and executives
ACEM Day 2025	Keynote, Transforming Member Experience
LG Professionals SA State Conference, Adelaide	Keynote, 300 delegates
TAFE NSW Staff Conference	Keynote, about 500 staff
Verint annual conference	Panel chair, 900 delegates
Aspect ACE conference, Orlando	Speaker, 1,000+ international delegates

FORMATS

Keynote

MC and conference chair

Panel moderator

Workshop

Board and executive briefing

Virtual session

MEDIA AND VIDEO

Showreel at isbellavillani.com/speaking. Interviewed or published in *The CEO Magazine*, *CMO Australia*, *Business First Magazine*, *Dynamic Business Women* and the Verint APAC blog.

Talking points

Each talk runs as a keynote, workshop, board or executive briefing, panel or virtual session, tailored to the audience and industry.



Welcome to the Age of Empathy: Keeping the Human Touch as AI Reshapes Your Business

The moments customers remember, such as complaints and hardship conversations, still need a person. How to automate routine work so your people can focus on those moments.

KEY TAKEAWAYS

- A rule for what to automate, what to humanise and what a person must check
- Your key customer moments, with an empathy standard for each
- How to answer AI-drafted complaints, plus three actions to take now

Who Is Checking the AI? What Boards and Executives Should Settle Before Saying Yes

AI often arrives before anyone approves it. Drawing on her work as an audit and risk committee chair, Isabella turns AI governance into practical questions.

KEY TAKEAWAYS

- What to settle first: the problem, the owner, the register, the stages and the evidence
- A simple AI check: who reviews outputs and what is never automated
- How to move quickly on AI with a human in charge

ALSO AVAILABLE

The Rise of Agentic AI: When Your Customer Is a Machine

Transform Customer Experience: From Strategy to Execution

Customer First, AI Enabled: The Future of Customer Experience

Separates AI hype from real change, starting with the customer rather than the technology, and draws on more than 20 years of CX work.

KEY TAKEAWAYS

- The trends and technologies that matter most to your organisation
- How leading brands combine AI, data and human connection
- A three-stage roadmap: quick wins, one journey done properly, then full transformation

The CX Money Story: Proving Experience Pays

Boards and CFOs want evidence before they fund CX. How to connect experience to revenue, retention and cost, and win the investment.

KEY TAKEAWAYS

- Linking NPS and customer effort to financial outcomes
- Building a CX business case a board will fund
- The measurement pitfalls that stall CX programs

Good to Great CX

Game-Changing CX Starts with Employee Experience

TOPICS

Business · Innovation · Customer Service & Experience · Artificial Intelligence · CEO & Company Directors · Leadership

TYPES

Keynote Speaker · MC · Workshops · In Conversation · Travelling Speaker

What clients say

“Bella closed Kentico Connection APAC 2026 with a keynote that brought the whole day together ... I would recommend Bella to any organisation looking for a speaker or moderator who delivers substance as well as energy.”

Wayne Jasek, Managing Director, Kentico Asia Pacific

“Bella’s keynote on the Age of Empathy was a standout for our business breakfast ... she held a room of directors and senior leaders from start to finish.”

Glenn King, President, The Geelong Club

“We had some of our highest engagement rates ever, with our attendance targets almost doubled. Isabella was a delight to work with from start to finish and we’ve engaged her for some future activities.”

Nicole Stirling, Director of Marketing, Acquia

“Was certainly the ‘sugar hit’ I was after and really brought a lot of what we’d been through the previous 3 days together. The link between employee experience and customer experience also really resonated with the group.”

Tim Hickman, Finance Director, Cummins Asia Pacific

“We have received positive feedback from participants attending both your keynote and facilitated panel session and the insights that you offered.”

Jill Brown, CEO, and Liana Thompson, President, LGPro

90%+

of survey responses at the SCA (Vic) Symposium 2026 rated Isabella’s closing keynote 4 or 5 out of 5.

BOOKS FOR YOUR DELEGATES

Transform Customer Experience (Wiley) and *Good to Great CX* (Major Street Publishing). Pair a keynote with copies of *Transform Customer Experience* at a bulk price, including custom editions with your logo. Isabella stays to sign.

“Absolutely jam-packed with the latest thinking, the most competitively successful ideas and practical case studies from around the world.” **Don Peppers**, global CX author



The Geelong Club business breakfast, October 2026