



David Avrin

AUTHOR · INFLUENCER

Customer Experience Keynote Speaker, Consultant and Author

- **Renowned Customer Experience Speaker:** Helps organizations enhance customer experience and stand out in competitive markets.
- **Bestselling Author and Media Personality:** Author of *Ridiculously Easy to Do Business With* and featured on Forbes and Fox Business.
- **Global Speaker and Business Growth Strategist:** Delivers high-energy insights to business leaders worldwide.

David Avrin's 2026 Biography

David Avrin, CSP, Global Speaking Fellow

One of the most in-demand and charismatic Customer Experience speakers and consultants in the world today, David Avrin, CSP, GSF has shared his content-rich, very entertaining and actionable presentations with enthusiastic audiences and organizations across North America and around the world. Recent presentations include Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, Bogota, Mumbai, Sri Lanka, Abu Dhabi, Manila, Rotterdam, Barcelona, Monte Carlo, London, Sydney, Vienna, New Delhi, Kuala Lumpur, Johannesburg and Dubai. David helps organizations better understand and serve their changing customers and clients to help future-proof their businesses by becoming ridiculously easy to do business with.

David's business insights have been featured on thousands of media outlets around the world. He is also the author of seven books published in multiple languages including the acclaimed: *It's Not Who You Know, It's Who Knows You!*, *Why Customers Leave (and How to Win Them Back)* and his newest book: ***Ridiculously Easy to Do Business With: A practical guide to giving customers what they want***—when and how they want it.

AVAILABLE FOR

- Speaking

DAVID'S SPEAKING THEMES

- Customer Experience & Marketing

LANGUAGES: English

David Avrin's 2026 talks & topics

Ridiculously Easy to Do Business With!

Serving a new generation of customer wants, needs and expectations.

How, when and where we buy has changed dramatically in recent years. Winning today is often dictated by those who can deliver faster and are ridiculously easy to do business with. In this revealing, thought-provoking and very entertaining presentation, popular Customer Experience expert David Avrin, CSP, Global Speaking Fellow, shines a bright light on the profound shift in customer expectation, while showing your team everyone's role in eliminating friction in the buying process, better responding to prospects and creating Customer Experiences worth sharing.

Participants of this session will:

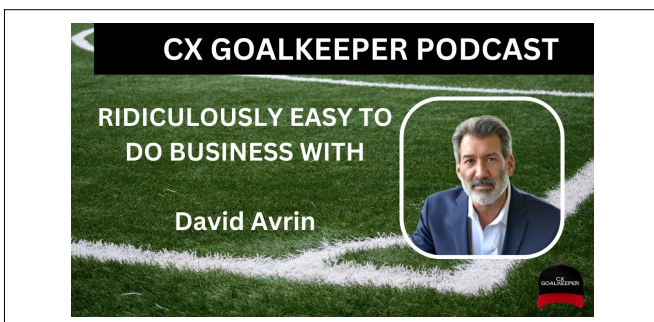
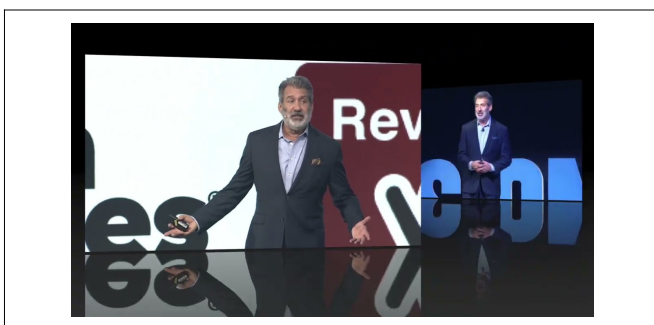
- Better understand the cause and pervasiveness of the shift in customer and client behavior
- Recognize the important distinction between customer service and customer experience... and why that matters.
- Understand a day in the life of their customer and create alignment between their needs and our deliverables.
- Recognize the profound impact of social media and AI, and the devastating ramifications of underperforming in the eyes of your customers.

A Day in the Life of Your Customer

Deeply Understanding Your Best Customer So You Can Deliver What They Want—the Way They Want It

In this highly interactive and thought-provoking session, Customer Experience expert David Avrin, CSP, GSF, will show you a process for better understanding the changing needs, wants and expectations of your best customers, and how you can serve them better than your competitors. You will leave with a page full of notes and head full of ideas on how to align your business product offering, internal behavior and customer experience strategies in ways that beat the competition and future-proof your business.

David Avrin's Videos



What David Avrin's clients say

David was our first speaker to ever receive a 100% approval rating on our post event survey. We've already hired him for several more events!

Rich Viola

President/CEO, Hotel Interactive Inc.

To say that he was well received would be an understatement. His style, tone, demeanor, and most importantly content, far exceeded our expectations. Our 15+ year members said he was the best keynote speaker we have ever had.

Randy H. Eller

Gift & Home Trade Assn.

As the keynote speaker for our Branch Leadership Conference, David Avrin had our team learning and laughing out loud throughout the process. If you are looking for a keynote speaker for your franchise event who will deliver a great message with humor, authenticity, and engagement, David Avrin delivers.

Jayson Pearl

Chief Brand Officer, Brightstar Franchising LLC

We had the privilege of meeting the brilliant David Avrin, speaker, author, and consultant, who shared invaluable insights on the evolving landscape of customer experience (CX). His book, "Ridiculously Easy to Do Business With," has already sparked ideas on how we can break down barriers and enhance accessibility in our services.

Petr Ungerman

Marketing strategist & business developer

During the past 16 years, I've seen over 300 presentations. David Avrin's stand out as the most polished presentation of all!

Dennis Ellmaurer

Chairman, TEC

Our attendees enjoyed David's candor, sense of humor, and well thought-out presentation. They walked away with ideas that they immediately implemented when they returned to their businesses. I would highly recommend David Avrin to any group looking for a high-energy and knowledgeable business marketing speaker!

Carolyn Bell
1-800-SWEEPER

DAVID'S LATEST BOOKS

From the author of
Why Customers Leave and How to Win Them Back

Ridiculously Easy to Do Business With

A practical guide to giving
customers what they want –
how and when they want it



David Avrin

Ridiculously Easy to Do Business With : A practical guide to giving customers what they want--when and how they want it

The Acclaimed Internal Engagement Initiative
from the Customer Experience Knowledge

The Morning HUDDLE

POWERFUL CUSTOMER EXPERIENCE
CONVERSATIONS TO WAKE YOU UP
SHAKE YOU UP AND WIN MORE BUSINESS!



DAVID AVRIN

The Morning Huddle: Powerful Customer Experience Conversations to Wake You Up, Shake You Up and Win More Business!

Foreword by New York Times bestselling author
LARRY WINGET

WHY CUSTOMERS LEAVE

(AND HOW TO
WIN THEM
BACK)

DAVID AVRIN

Why Customers Leave (and How to Win Them Back): (24 Reasons People are Leaving You for Competitors, and How to Win Them Back*)

Visibility Marketing

The No-Holds-Barred Truth
About What It Takes to
Grab Attention,
Build Your Brand,
and Win New
Business



DAVID AVRIN

Foreword by Jeffrey Gitomer

Visibility Marketing: The No-Holds-Barred Truth About What It Takes to Grab Attention, Build Your Brand and Win New Business

IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU!

A PRACTICAL BUSINESS GUIDE TO RAISING
YOUR PROFITS BY RAISING YOUR PROFILE

DAVID AVRIN

It's Not Who You Know, It's Who Knows YOU! A Practical Business Guide to Raising Your Profits By Raising Your Profile