

CAROLINE TRUDEAU

Digital Experience Innovator | CXO | Storyteller



Caroline is a 25-year career digital innovation, experience & customer strategy consulting executive. She has led global teams that have imagined and successfully delivered emerging customer-facing technology and experience transformation initiatives at some of the world's most powerful automotive & retail brands.



EXPERTISE

- Innovation Strategy and Management
- Customer Experience-Based Growth
- Customer Strategy, Service & Data
- Brand, Digital and Product Marketing
- Content and Delivery Platforms
- Facilitation, Creativity and Design
- Client Service & Account Management
- Complex Deals & Delivery Programs

EXPERIENCE

- Global Automotive Account and Industry Executive
- Customer Experience Practice Leadership
- Change & Communications: Digital, Social, Contact Center
- Women Automotive Network Advisor & Host

KEY CLIENTS



PERSPECTIVE

Caroline believes in building loyalty and trust through the rituals of crafting experiences that evoke emotions, leave impressions, celebrate individuality, and build intimacy. She employs human-centered tools and techniques to create custom solutions that deepen the relationships between customers and brands, employers and employees. She is also committed to the respectful and disciplined use of customer insights for decision-making and delivering return on feeling.

CAROLINE TRUDEAU

Head of Customer Experience Innovation
& European Accounts, Automotive
Capgemini Invent, North America

Caroline.Trudeau@Capgemini.com

www.thevoicescollection.com

[LinkedIn](#)

+1 202 415 9873