



Zoe Peterson-Ward

Chief Customer Officer

Vision

My happy place is in front of our customers, taking the time to understand their pain points, goals, and objectives, and helping them shape the experience of their employees. I feel privileged to lead a team that is invested in the success of our customers, and committed to ensuring their recognition programs bring those ambitions to life and deliver the greatest outcomes. Employees are a company's most important asset, and there is a tremendous amount of opportunity and value at stake to keep those employees connected and feeling seen. I am inspired by the amazing ROI that our customers achieve, and by the opportunity ahead to impact the individual employee experience for millions of employees across the globe. Our mission, the level of partnership and consultation we provide, and our data-driven approach to measuring the impact of recognition, excite me for the future of work.

Expertise

30 years consultative experience, helping companies realize strategic value.

Broad experience across many different industries and functional areas, I thrive on solving complex business challenges and watching change take hold.

Specialties include: Leadership Effectiveness, Change Management, Executive Communications, Business Architecture, Process Architecture & Design, Business Case Management, Program and Project Management.

LinkedIn Profile

[Zoe Peterson-Ward](#)

Speaking topics

- ROI of Recognition
- Customer Stories
- Impact of Recognition on Wellbeing

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Biography

As Chief Customer Officer, Zoe leads the global team of professionals dedicated to helping Workhuman customers design, launch and maximize the ROI of their recognition and engagement programs leveraging Workhuman offerings. Zoe is an impassioned customer success leader focused on driving outcomes that matter for executives. With over 30 years professional experience within Business Consulting, Operations and SaaS Customer Success, Zoe has spent most of her career guiding sponsors and stakeholders through large scale business and digital transformations. Helping teams manage the critical aspects of human and organizational change has been a major focus of her engagements with customers.

Prior to Workhuman, Zoe led the Customer Success operation for several of Salesforce's industry verticals, most recently in Retail and Consumer Goods. Zoe led the global channel operation supporting Avaya's Reseller partner program, and before that was a senior executive at Accenture where she led large change programs for clients in the Communications and High-Tech space.



I am inspired by the amazing things our customers achieve by applying not just our technical solutions, but by adopting the best practices our team brings forward to turn recognition into a moment that matters.