



Greg Tucker, MBA (Strategy and Marketing), Senior Director, Gold Journey Mapping™

Greg has extensive experience in customer experience, journey mapping (B2B, B2C), and path-to-purchase research. He has served as the Chief Marketing Officer at Copart USA, a multi-billion dollar leader in online auto auctions. He has also worked at Clorox as a Strategic Brand Planning Director in helping drive growth in the cleaning category. Under Greg's leadership, Gold Research Inc. has successfully helped improve the customer experience for clients including Google, Freudenberg Household Products, Panera, Michelin, Big Lots, Builders Digital Experience (BDX), and others. Greg teaches Customer Journey Mapping V2.0 and is a recognized expert by the Customer Experience Professionals Association (CXPA), the global certification and credentialing organization by which all customer experience professionals and journey mappers are certified. He was also recently selected as one of the top 150 "Who's Who of Customer Experience" by the Customer Experience Professionals Association (CXPA).

Greg holds an MBA from Stanford University's Graduate School of Business in Strategy and Marketing. He is also a very sought out instructor and regularly teaches Customer Journey Mapping at industry events, and to senior executives across multiple industries.