*Please do not release until after 6 AM PT on [date here]*

**XX Named to Constellation Research’s 2022 AX100**

*Global List of Executives Leading Disruptive Customer Experience Inititives*

**DATELINE – [month, day], 2022 –** XX ORG today announced XX, TITLE, was named to Constellation Research’s 2022 AX100, an elite list of innovative and disruptive leaders transforming customer experiences—and businesses—around the world. The AX100 will be featured and celebrated at the Ambient Experience Summit in New York on June 1, 2022.

[About the listed exec and his/her organization]

The list presents a selection of influential executives across a variety of industries, including entertainment, financial services, healthcare, public sector, retail, and sports, to name a few. The AX100 demonstrated how to effectively implement customer-centric strategies, disruptive business models and emerging technologies to help transform customer experiences, keep brand promises, activate movements, grow revenues and increase operational efficiency.

[Quote from listed exec]

“AX100 leaders share a common thread of being the early innovators and disruptors in experience delivery in a time when facilitating change through people, process and platform are more challenging than ever,” said Liz Miller, VP & principal analyst at Constellation Research. “By being part of this cohort, they prove that change isn’t just possible, it is profitable and market, industry and business shaping.”

“This year’s winners of the AX100 share a few common traits, the passion for creating engaging and meaningful moments in experiences, the leadership in effecting change, and the application of analytics, automation, and AI to address mass personalization at scale,” said R “Ray” Wang, founder and CEO at Constellation Research. “As ambient experiences emerge into the mainstream, these leaders will be more sought after by the top brands, enterprises, and organizations.”

The full AX100 list and more on the program can be found here: <https://www.constellationr.com/work-contellation/ax-leaders/ax100-2022>

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