*Please do not release until after 6 AM PT on January 25, 2024.*

**XX Named to Constellation Research’s 2024 AX100**

*Global List of Executives Recognizes Those Leading Disruptive Customer Experience Inititives*

**DATELINE – [month, day], 2023 –** XX ORG today announced XX, TITLE, was named to Constellation Research’s 2024 AX100, an elite list of innovative and disruptive leaders transforming customer and employee experiences—and businesses—around the world. The AX100 will be inducted and celebrated at the Ambient Experience Summit in Austin, Texas on February 27, 2024.

[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 2024 AX100 class is made up of executive leaders who have 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]

“Experience, for employees or for customers, is a robust, on-going strategy not a single campaign, technology or gimmick, especially in this age of AI and augmented engagement,” said Liz Miller, VP & principal analyst at Constellation Research. “These newest inductees to the AX100 represent a community of strategists, innovators and disruptors looking to forge more durable, collaborative and valued relationships between brands and buyers and enterprises and employees.”

“In a world driven by AI, brands and enterprises must rediscover how human experiences symbiotically work with systems powered by AI,” said R “Ray” Wang, founder and CEO at Constellation Research. “These ambient experience leaders demonstrate why it’s important to design for left brain and right brain outcomes.”

The full AX100 list and more on the program can be found here: <https://www.constellationr.com/work-contellation/ax-leaders/ax100-2024>

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