

# About Justin

## PRIMARY BIO

Justin Robbins is a keynote speaker, customer experience (CX) content creator, and business advisor. He's the Founder and Principal Analyst at Metric Sherpa, an independent research and advisory firm that helps organizations transform their customer interactions.

Justin Robbins' journey in CX began as a 12-year-old paper carrier who made extra cash by cold-calling his neighbors for newspaper subscriptions.

Since the days of early-morning paper deliveries and dinner-time subscription interruptions, he's scaled through the ranks of CX. Justin gained experience managing diverse contact center teams and functions, building front-of-house service organizations, leading global training and development practices, authoring consumer and technology research studies, and creating marketing programs and strategies.

He is a regular presenter at CX events and is frequently called on by the media and industry associations to voice his perspective on the latest trends and best practices in understanding and serving customers.

Justin proudly serves on the Board of Directors at CX Accelerator, a non-profit community that exists to equip, encourage, and connect customer experience professionals at every stage of their career journey.

## SHORT BIO

Justin Robbins is a keynote speaker, CX content creator, and business advisor. As the Founder and Principal Analyst at Metric Sherpa, he helps organizations transform customer interactions. With over 20 years of experience in CX, Justin's expertise spans managing contact centers, leading global training, and authoring industry research.



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