



SPEAKER & MEDIA KIT

DAUDI MUGABI

**Customer Experience Strategist
Certified CX Assessor | Speaker**

Helping leaders understand where customer experience, operations and commercial performance stop agreeing.

A compact kit for event organisers, media hosts and conference teams looking for a clear, commercially grounded customer experience voice.

SPEAKING & MEDIA ENQUIRIES

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+256 754 105 497

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Customer experience with commercial consequence

A commercially grounded perspective on customer experience, leadership and organisational performance.

PROFILE

Daudi Mugabi is a customer experience strategist, Certified CX Assessor and speaker with more than 15 years of experience across customer experience, marketing, operations and organisational leadership.

He helps leaders identify where customer feedback, operational realities and commercial results stop agreeing, and where apparently healthy reports may be concealing failed conversions, broken promises, silent customer exits or revenue exposure.

As founder of Customer Leak Lab, Daudi develops assessments, research and executive conversations that help organisations connect customer, operational and commercial evidence. He also serves as a Board Member of the Customer Institute and is a Founding Member of the Customer Experience Association of Uganda.

AT A GLANCE

15+ years

Across customer experience, marketing, operations and leadership

200+

Business conversations with leaders and practitioners

Certified

CX Assessor, Customer Institute

Founder

Customer Leak Lab



PROFESSIONAL STANDING

- Certified CX Assessor - Customer Institute
- Board Member - Customer Institute
- Founding Member - Customer Experience Association of Uganda
- Member - European Customer Experience Organisation
- Certificate in Professional Marketing - Chartered Institute of Marketing
- Certificate in Business Analysis - BCS, The Chartered Institute for IT
- Master of Business Administration - Coventry University

Three commercially grounded CX conversations

Available as keynotes, leadership sessions and facilitated workshops.



01 The Customer Leaks Hiding in Plain Sight

How strong customer reports can coexist with lost customers, revenue and future value.

Best suited to: Executive teams, CX and commercial leaders, industry conferences

Audience leaves with: A practical way to identify hidden customer-related loss.

02 The Leadership Decisions Customers Feel

How priorities, incentives, approvals and internal structures become part of the customer experience.

Best suited to: Boards, senior leadership teams and management audiences

Audience leaves with: A clearer view of why customer outcomes cannot be delegated to CX alone.

03 When Small Service Failures Become Growth Problems

How delays, handovers and broken promises affect trust, retention and commercial performance.

Best suited to: Operations, service, customer-facing teams and organisation-wide audiences

Audience leaves with: The ability to identify moments that carry larger business consequences.

FORMATS

Keynotes | Leadership sessions | Facilitated workshops | Panels and roundtables | Media and podcast conversations

Suitable for boards and executive teams, CX professionals, marketing and commercial leaders, operations leaders, business owners and conference audiences.

Experienced on stage. Clear in conversation.

Selected speaking experience and direct access to Daudi's media and podcast work.

CONVERSATION EXPERIENCE

200+

business conversations through Business Mic and the Customer Leak Lab podcast.

This experience has strengthened Daudi's ability to ask useful questions, draw out practical insight, recognise recurring business patterns and communicate complex ideas clearly.

SELECTED EXPERIENCE

HOST & MODERATOR

Africa CX Leaders Forum - Kigali

PANELIST

Zoho CX Summit - Kampala

CONFERENCE SPEAKER

District 114 Toastmasters Conference - Mombasa

FACILITATOR

Customer Experience Leadership Workshops

WHAT DAUDI BRINGS

- Commercial framing of customer experience issues
- Clear, structured moderation and facilitation
- Questions that draw out practical insight
- A calm, executive communication style
- The ability to translate complex ideas for wider audiences



Watch and listen



MEDIA



SPEAKING



BUSINESS MIC



CUSTOMER LEAK LAB



READY-TO-USE MATERIAL

Biographies and introduction

Prepared for event organisers, moderators and media hosts.

ONE-LINE BIO

Daudi Mugabi is a customer experience strategist, Certified CX Assessor and founder of Customer Leak Lab, helping leaders connect customer experience to operational and commercial performance.

SHORT BIO

Daudi Mugabi is a customer experience strategist, Certified CX Assessor and speaker with more than 15 years of experience across customer experience, marketing, operations and organisational leadership. He is the founder of Customer Leak Lab, where he helps organisations identify the gaps through which customers, trust and revenue are lost. Daudi serves as a Board Member of the Customer Institute and is a Founding Member of the Customer Experience Association of Uganda.

STAGE INTRODUCTION

Our speaker is a customer experience strategist, Certified CX Assessor and founder of Customer Leak Lab. With more than 15 years of experience across customer experience, marketing and operations, Daudi Mugabi helps leaders understand where customer experience and business performance stop agreeing. He is a Board Member of the Customer Institute, a Founding Member of the Customer Experience Association of Uganda and the host of more than 200 business conversations through Business Mic and the Customer Leak Lab podcast. Please welcome Daudi Mugabi.

Booking and approved assets

High-resolution images and biographical material may be used for confirmed events, interviews and editorial coverage. Use the QR codes or links below for the media page, speaking page and Customer Leak Lab.

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MEDIA



SPEAKING



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