



CAREER PROFILE

# Global Vice President of Customer Experience and Engagement



**HEATHER LAMONT**  
**Global Vice President of Customer Experience and Engagement**

## WHAT IS A GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT?<sup>1</sup>

Global vice presidents of customer experience and engagement are company executives responsible for overseeing and managing the global daily operations of a company's customer service and engagement division. The vice president is also in charge of working with other leaders in the company to solve problems and create goals to help the company be successful. The vice president may be involved in hiring new employees, coaching them, and conducting performance reviews. The vice president has a high-level view of the customer experience and tries to improve how people feel about the company and its products or services.

## WHAT IS HEATHER'S JOB?

At Ethoca-Mastercard, Heather is responsible for leading the global Customer Experience and Engagement teams. She and her team are responsible for 'bringing products to life' for customers. They help different departments communicate to deliver excellent products and service to their customers. Heather's team takes care of clients and makes sure they are happy with the service, as well as providing support when problems arise. She oversees many important projects and a team of 33 people around the world that works to learn about and improve the experience of customers globally. Her team supports 10,000 merchants and 5,000 financial institutions and banks. On a daily basis, Heather is like a teacher. She helps her team members solve problems by coaching and guiding them by learning new skills and working effectively. Heather's team represents the needs and voice of customers within the company itself. Her work and the work of her team have been recognized with numerous professional awards and speaking engagements on topics such as women in leadership and industry



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### JOB OUTLOOK<sup>2</sup>

As the economy grows and the world becomes more interconnected, demand for global vice presidents of customer experience and engagement is on the rise. It is very difficult to find the right leaders for an organization, and there are not many qualified applicants. Companies are expanding and will need more experienced leaders to support their efforts.

### MEDIAN SALARY<sup>3</sup>

\$175,000 – \$200,000

trends. Heather is most passionate about giving back to the communities in which the company's employees live and work.

### HOW DID HEATHER BECOME A GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT?

Heather studied business administration at Bishop's University in Quebec. She began her career as an officer and later a manager in the payment operations unit at MBNA. Heather then went on to work at American Express where she held a number of different posts. She moved on to work for the Bank of Montreal and served in several roles, including director of corporate card product management. At Ethoca, Heather began as a director and then was promoted to vice president. Her career spans more than 20 years. She also completed additional training and received Six Sigma Green Belt and Yellow Belt certifications. Heather completed numerous leadership development programs.

1 <https://www.ziprecruiter.com/Career/Vice-President-of-Customer-Service/What-Is-How-to-Become>

2 <https://creativeniche.com/2021/01/27/3-reasons-why-hiring-executive-leadership-is-hard>

3 Feedback from Heather regarding Salary (August 2021).