

PAUL GROSSMAN - PRESENTATION BIOGRAPHY

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CEO • CXO

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Paul Grossman

Paul is the founder, CEO and Chief Experience Officer of PLG ExperienceSolutions, a consulting and training company that helps healthcare organizations create consistently exceptional experiences for its employees and, as a result, their patients.

For more than 25 years, Paul has focused on improving customer experiences. Before starting his own company, he spent 10 years with Integrated Loyalty Systems as their senior vice president of content and solutions, designing culture-change programs and training workshops for healthcare organizations around the country, including Dignity Health, Ochsner Clinic, Penn Medicine, Carson Tahoe Health, the National Rehabilitation Hospital in Washington, DC. Paul is the lead consultant on engagements with all seven hospitals of the Detroit Medical Center, as well as clinics of Dignity Health in California, and the Women's and Children's Hospitals of Michigan Medicine, to name a few.

In addition to culture change and patient experience journey mapping, Paul specializes in employee engagement and onboarding programs for healthcare, having redesigned more than two dozen healthcare orientation programs with the philosophy: "How you treat staff on day one determines how they'll treat patients... and each other."

Prior to that, Paul spent eight years as a Disney Castmember, specifically as a senior manager first with the famed Disney Institute at Walt Disney World, teaching the Disney Approach to visiting organizations. Then he moved to Disney Event Productions, ultimately returning to the Disney Institute to become one of its most highly rated trainers and national keynote speakers, focusing on applying Disney cultural elements to other industries.

Paul spent 13 years before Disney with Kaset International/AchieveGlobal, at the time one of the world's largest "soft skills" training and consulting companies. There he learned the intricacies of adult learning, instructional design and organizational consulting. He was the co-author of the industry standard *Everybody Has a Customer*, based on the "internal customer service" concept of: "If you're not taking care of a customer, you should be taking care of someone who is."

Paul has been a preceptor for MHA candidates at the USF School of Public Health, is an active member of the American College of Healthcare Executives (ACHE), currently serving on the Board of the Western Florida Chapter, and is a longtime member of the ACHE Consultant's Forum.

He has frequently presented workshops and speeches at healthcare conferences around the country, including multiple times for ACHE's national Congress on Healthcare Leadership, as well as numerous local chapter events, both in Florida and across the country.

Paul lives in Tampa, Florida with his wife, Sue, and their rescue dog. He has two grown children and is a passionate hockey fan.