



WEBINAR: CUSTOMER JOURNEY MAPPING - MOVING BEYOND THE USER

Delivered By



Shaun West

Shaun West has worked for over 18 years in the aftermarket for GE Energy Services (Italy), Sulzer Rotating Equipment Services (Switzerland) and RWE (UK) before moving to into his academic role in the Hochschule Luzern. In each of the roles pricing has always been an important aspect, from estimating value creation, to M&A transactions and service contracts. Today in his academic role his is bring together his industrial experience with academic rigger to investigate and disseminate key issues associated with product-services systems primarily in

an industrial setting.