

JESSE PUREWAL



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Jesse is a talented, natural leader who knows how to empower and push his teams to great success. He asks the right strategic questions based on his extensive experience and always navigates a thorough and impressive problem solving process.

Emilie Wagner
Instructor, Hasso Plattner Institute of Design at Stanford (d.school)



Nothing moves me like a story well told. What we all have in common is the uniqueness of our own stories, told in our own voices. It's how we understand each other, learn from each other, and make each other better.

ABOUT JESSE

Jesse Purewal is a storyteller whose empathy, curiosity, and wit empower people to tell their own stories in inspiring, influential, and compelling ways. An expert in building brand, marketing, and CX strategies in high-technology categories, he is the lead of the Technology, Media, and Telecommunications Sector at Qualtrics. Prior to joining Qualtrics, Jesse was a Partner at Prophet, where he worked with the leadership of B2B and B2B2C tech companies to drive growth through brand, marketing, and CX. He also originated and led the firm's annual Brand Relevance Index, a global study of 50,000 customers that informs the drivers of brand relevance—and the most relevant brands—worldwide.

Jesse is on the Board of Room to Read, a global nonprofit based in San Francisco. He has an MBA from Berkeley's Haas School of Business, and a BS in Mathematical Methods in Social Sciences (MMSS) with a Minor in German Language from Northwestern University.

SPEAKING TOPICS

Experience Management in Technology.

Practical stories and lessons learned from the customer, product, brand, and employee experiences I've had a hand in building over my career.

Building Brands with Purpose.

Inspiring and informative stories of my work with brand leaders to discover, articulate, and express the purpose of their brand - and to position these brands for growth.

Unlocking Breakthrough Insights.

Coaching teams on how to unlock novel insights from deep, rich data, and how to use these insights to make the right decisions and take the right actions for the business.

Building Amazing Teams.

The incredible people I've worked with over my career have taught me lessons I love to share on how to build, inspire, and do great work alongside amazing teams.



BREAKTHROUGH BUILDERS

WITH **JESSE PUREWAL**

qualtrics.^{XM}

Join me on the **Breakthrough Builders** podcast as I host engaging and open conversations with accomplished leaders in technology, medicine, social impact, education, sports, public affairs, and society, revealing the personal influences and professional experiences that shape the way they imagine, innovate, and invent. Get the inspiration and insight you're looking for as you build your own breakthroughs. Get in touch, please!

GET IN TOUCH

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