SPEAKER · AUTHOR · CUSTOMER SUCCESS LEADER

Parul L. Bhandari

Founder & CEO, CustomerXSuccess · Chicago

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20+ years in industry | **Top 25** CS thought leader, 2025 | **7 books** poetry, children's, business | **2 podcasts** hosted, launched 2026

Speaking & Hosting

2027

Virtual Speaker, AWP (Association of Writers & Writing Programs) · Mar

2026

Chairperson, Customer Success Festival Chicago · Nov
Speaker, ChurnZero, ZeroIn Conference · Nov
Host, Diwali at the Field Museum · Nov
Speaker, Moment 2026, New York · Oct
Speaker, Holi at Navy Pier · Mar
CS Talent Playbook Live · Feb
Host, *The Business of Success* podcast · launched Jan
Host, *South Asian Success* podcast · Jan
Plus several smaller talks and programs

2025

Keynote, ChurnZero ZeroIn · watch
Gainsight Pulse: It's Been 25 Years, Why Is CS Still Stuck?
Emory University, Alumni Entrepreneurship Network
Host & speaker, Diwali at the Field

2024

Customer Success Festival Chicago · Nov
Frak2024, The Fractional Conference · Oct
CXM360 at Michigan State University · Oct
Led & spoke: Landing a Career in CS Now · Apr

2023

Customer Success Festival: Harnessing AI in CS
CS Festival panel: cross-functional practices for retention & growth
ChickTech (also 2021)

2021 & 2022

CZ Big RYG 2021 and 2022

Recognition

Top CS Thought Leader, Success Coaching: Top 25 (2025), Top 100 (2023, 2024)
Top CX Leader, Fini
Top Customer Champions to Watch, Sprouts.ai
Amazon Best Seller: *Good Brown Girls*, *The CS Talent Playbook*
Finalist, Chicago Poetry Book of the Year, Chicago Writers Association (*Good Brown Girls*)
Ella's Way Award: *Celebrate All Colors*
Honorable Mention, Story Monsters: *Shine a Light on Diwali*

Interviews & Podcasts

The Edge of Everyday with Sandra Bargman: Good Brown Girls
Success League Radio: CS Needs to Grow Up! (2 parts)
Melo Associates: Why Titles Matter in CS
Women in CS: How Diversity Shapes Thriving Work in Tech
The Daily Standup: Share the Wealth
Solopreneur Stories: Executing CS Strategies
Customer Success Middle East · Custify · Intelio.io · Zapscale

Writing

Inc.com columnist (former)
MarketingProfs contributor
GGR: Customer Success Has Some Growing Up to Do, Fast
Blogs for leading CS companies
Creative work at parullbhandari.com

Roles & Community

Owner, CustomerXSuccess
Founder, South Asian Success · YouTube · Blog
Board Member, CuSP: A Customer Success Community Chicago
Author, parullbhandari.com

MY BRANDS