



FOR IMMEDIATE RELEASE

Media Contact:
Bill Bradley
Bottom Line Communications
bill@blcpr.com
Tel.:978/692-7422

Nationwide's Jasmine Y. Green Joins Chief Customer Officer Council

Nationwide Insurance executive among the latest to join elite organization of
C-level customer advocates

LITTLETON, Mass., Feb. 15, 2011 -- The [Chief Customer Officer](#) (CCO) Council, the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs, announced today that Jasmine Y. Green, vice president and chief customer advocate at [Nationwide Mutual Insurance Company](#), has joined perhaps the world's most exclusive think tank for C-level business executives. There are fewer than 400 CCOs in the world, and now roughly five percent are members of the CCO Council.

Green serves as a champion for customers across all of Nationwide's businesses. As part of the company's corporate marketing and communications department, she is responsible for helping carry out Nationwide's new focus on personalized customer experiences. She is also responsible for the Office of Customer Advocacy.

"At Nationwide, we've instituted a highly successful program called '[I Care](#),' in which we ask all associates to make a personal commitment to care for customers," Green says. "I see CCO Council members making that same commitment to each other by sharing strategies, tactics and best practices to make contributions to customers and our companies even more meaningful. It's important for the customer-focused work we do at Nationwide to have access to this group of experts as well to all the other resources the Council provides."

"Every business says it's committed to customer service and satisfaction, but Nationwide is acting on this pledge," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "It's commendable that Jasmine and Nationwide recognize the contribution the CCO Council is making to elevate this important role in business strategy, helping members grow professionally, and most importantly, helping drive solid, customer-focused business results for their organization."

Bingham defines a chief customer officer as an executive who provides the comprehensive and authoritative view of the customer and creates corporate and customer strategy at the highest levels of the company to maximize customer acquisition, retention, and profitability. CCO Council members benefit from one-of-a-kind peer interaction, the annual [CCO Summit](#), member roundtables, executive briefings, resource library and other benefits of CCO Council membership. For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/490-4697.

###