*Please do not release until after 6 AM PT on January 23, 2025.*

**XX Named to Constellation Research’s 2025 AX100**

*Global List of Executives Recognizes Those Leading Disruptive Customer Experience Initiatives*

**DATELINE – [month, day], 2025 –** XX ORG today announced XX, TITLE, was named to Constellation Research’s 2025 AX100, an elite list of innovative and disruptive leaders transforming customer and employee experiences—and businesses—around the world. The AX100 will be inducted and celebrated at the Ambient Experience Summit in Woodinville, Washington on February 25, 2025.

[About the listed exec and his/her organization]

The list presents a selection of influential executives across a variety of industries, including entertainment, financial services, healthcare, public sector, retail, and sports, to name a few. The 2025 AX100 class is made up of executive leaders who have demonstrated how to effectively implement customer-centric strategies, disruptive business models and emerging technologies to help transform customer experiences, keep brand promises, activate movements, grow revenues and increase operational efficiency.

[Quote from listed exec]

“Experience, for employees or for customers, is a robust, on-going strategy not a single campaign, technology or gimmick, especially in this age of AI and augmented engagement,” said Liz Miller, VP & principal analyst at Constellation Research. “These newest inductees to the AX100 represent a community of strategists, innovators and disruptors looking to forge more durable, collaborative and valued relationships between brands and buyers and enterprises and employees.”

“In an Age of AI, we can now achieve mass personalization at scale through Ambient Experiences,” said R “Ray” Wang, founder and CEO at Constellation Research. “The AX100 know how to deliver these innovations at machine scale for a human touch. This ability is what separates those who succeed from those who fail.”

The full AX100 list and more on the program can be found here: <https://www.constellationr.com/work-contellation/ax-leaders/ax100-2025>

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