

Trainer Profile

Carl White



Nationality: British

Languages: English

Carl is passionate about the impact of client experience excellence in professional services, Carl White entered the legal sector with Ashurst in 2002. He co-authored the highly-regarded 'Customer Experience in Law' report in 2012 and led the market-leading Australian research in 2015 which was supported by Australasian Legal Practice Management Association (ALPMA).

Prior to moving to Australia from Britain, Carl was a Training Officer for Muji, and Learning and Development Team Leader at Ashurst, as well as a director of customer experience firm, Potentio.

He holds a Certificate in Training Practice from the Chartered Institute of Professional Development as well as a BA (Hons) from the University of Manchester, and a Diploma from the Royal Academy of Dramatic Art. He is also an Associate Member the Chartered Institute of Personnel and Development.

Client Testimonials:

“Being able to tap into Carl's expertise in customer experience has been invaluable to us.”

– Louise Border,
Marketing Manager, Taylor Vinters

“He delivers the results in a tactful, friendly, non-threatening but direct way. His workshops are fun, informative and interactive and provide much food for thought.”

– Warren Foot,
Chief Executive, Fulcrum Chambers Ltd

“Carl's collaborative approach enabled me to use him to my best advantage. He was a trusted advisor, subject matter expert and highly skilled sounding board.”

– Sara Brewer,
L&D Manager, Ashurst

Carl's Clients:

