



Helen Horsham-Bertels
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Helen is Principal at Bago Consulting, a Customer Service consulting and training firm based in New York. Before founding the company, she spent 16 years in the hospitality industry with Starwood Hotels & Resorts Worldwide. She is a customer-focused and collaborative leader with a demonstrated track record of developing highly effective and responsive teams that enhance the customer experience. Helen's career and experience span several industries including Consumer Products, Publishing, Direct Sales, Direct Marketing, Hospitality and Healthcare. As Senior Director of Executive Consumer Affairs and Guest Experience Intelligence for Starwood Hotels & Resorts Worldwide, she leveraged guest feedback and insights to improve service across the portfolio of 1,200 hotels worldwide. She developed training for leaders and front line employees, tailored to help them recognize the importance of their roles in increasing customer satisfaction and loyalty. She also established global Customer Service standards and guidelines for Starwood's call centers and hotels.

Helen served as Board Chair for SOCAP International, a collaborative community of Customer Care professionals and currently serves on the Board of Trustees for Trailblazers Camps in New York. She is Customer Experience Advisor to Fetch Feedback, a guest engagement technology firm based in Toronto. Her passion for Customer Service led her to volunteer with the Coalition for the Homeless First Step program in New York City where she conducts workshops for women preparing to (re)enter the workforce. Helen offers a richness of expertise across a diverse group of industries.