

Jill Leyden is a former federal government customer experience leader. She led organizational change at the U.S. Patent and Trademark Office, where she served as the first customer experience administrator. Jill drove customer-centric transformation to better serve trademark customers around the world. Her public service also includes nine years of active duty in the U.S. Marine Corps, and she continues to serve in the Reserves. Jill is the Vice President of Public Sector Strategy and Solutions at Qualtrics, an experience management company helping public and private sector organizations create breakthrough experiences across the globe.

Qualtrics helps design experiences that improve public outcomes and foster engagement by putting people at the center of government, helping to create more inclusive and effective services, programs and policies. Qualtrics XM for Government is the most comprehensive platform for strategic experience management, helping organizations capture feedback, streamline workflows and automate actions to continuously improve customer experiences.