

Simchah Suveyke-Bogin is leading the Customer Experience Center of Excellence of the U.S. General Services Administration's (GSA) Technology Transformation Services. GSA's Center of Excellence initiative was established in partnership with the White House's Office of American Innovation to help accelerate government agencies with their customer experience transformation strategy and efforts in partnership with industry experts. Ms. Suveyke-Bogin's role is to identify, pilot and help agencies across government, adopt user centered practices and innovative technology solutions, change management approaches to improve government services that impact the public and make it easier for the government employees to deliver great services.

On a separate, but related customer experience initiative, Ms. Suveyke-Bogin is also responsible for managing GSA's Customer Experience Community of Practice. In this capacity, she is responsible for managing a community of 800+ members from the public sector across federal, state, and local government to develop social capital amongst agencies, nurture new knowledge, stimulate innovation, and share knowledge.

Prior to leading the Customer Experience Center of Excellence, Ms. Suveyke-Bogin served as the customer experience specialist and program manager for USAgov's contact center services. USAgov's platform services more than two million members of the public per year, and is tasked with creating and organizing timely, critical cross-government information and services and making them accessible to the public anytime, anywhere, via their channel of choice.

Before joining GSA, she worked in contact center optimization and supported the National Cancer Institute's Office of Communications. In this role, she helped implement their contact center's technical support infrastructure solutions, change management improvements, and quality assurance measures.

Ms. Suveyke-Bogin received a BS from Northeastern University. Ms. Suveyke-Bogin sits on the ACT-IAC Customer Experience Community of Interest board and lives in Maryland with her husband and two young children.