

## ROSETTA LUE



Rosetta is a pioneer in the field of Customer Experience Management and has devoted an entire career to bettering the lives of everyone around her through her work. Rosetta is right at home in her current position as Principal Consultant at GovCXP, LLC where she is able to spend all her time focusing on establishing a welcoming, innovative, and engaging customer service experience. Using her extensive knowledge and resources, she is able to cultivate meaningful interactions through the creation, implementation, and maintenance of methods that ensure a mutually beneficial experience for all. Her unmatched energy, boundless motivation, and desire to serve are present the moment you meet her and you know that when Rosetta is involved, the outcome will be spectacular.

Prior to her current position, she served as a former White House Presidential Executive Fellow and Senior Advisor to the Veterans Administration as well. During this time, she was appointed to the U.S. Department of Veterans Affairs as a Senior Executive Service (SES), a small elite group of top government leaders, as a Senior Advisor to the Chief Veteran Experience Officer. She was responsible for leading the efforts to modernize and transform the VA enterprise contact centers, including launching the President's 24/7 VA Hotline in order to improve the Veterans' experience. Her incredible work with the operation targeted 1,800 contact centers and processed 140 million annual calls from 9 million Veterans.

In addition to her extraordinary work with American veterans, Rosetta also makes the time to help in every way she can for several other causes, including women's health and education. She currently serves as a national spokesperson for the Go Red for Women American Heart Association program.