

JEB DASTEEL

San Diego, CA • (858) 449-5227 • jeb.dasteel@gmail.com

Owner, Dasteel Consulting — September 2019 to Present

Since his retirement, Jeb has launched [Dasteel Consulting](#), which focuses on helping organizations maximize the value of their most essential asset: their customers.

Senior Vice President & Chief Customer Officer, Oracle — 1998 to September, 2019

Jeb served as the Chief Customer Officer at Oracle from 2008 until his retirement on September 1, 2019. Jeb is a seasoned executive with extensive experience in marketing, sales, communications, finance, IT, business transformation, and cloud computing (SaaS—PaaS—IaaS). Jeb worked closely with the CEO, Board of Directors, and Executive Committee members to implement goals for customer engagement, retention, and revenue growth. This included development of programs that drove customer partnerships, advocacy, revenue, and margin. Jeb led customer integration from 140+ acquisitions.

Jeb worked with top executives in many of the world's leading brands to build strong business relationships. He served as an executive coach, sponsor, and troubleshooter for the largest enterprise accounts, strategic deals, and complex customer projects. Jeb also served as a recognized industry expert, strategist, and spokesperson.

Principal Consultant, Gemini Consulting — 1994 to 1998

Prior to Oracle, Jeb was a Principal Consultant with Gemini Consulting. In that role, he advised Fortune 500 organizations on implementing business and IT strategies, working with firms including Advanced Micro Devices, Bridgestone Firestone, Canadian Pacific Railway, and Caterpillar.

Manager of Materials, Procurement, Loral Corp., General Dynamics — 1980 to 1994

Before Gemini, Jeb worked in materials management, supply chain management, and international subcontracts for Loral Corporation and General Dynamics.

Publications and Board Roles

Jeb published the [book](#), "*Competing for Customers—Why Delivering Business Outcomes is Critical in the Customer First Revolution*" in 2016. He has also written numerous articles and [blog posts](#) on Customer Success and Customer Centricity.

Jeb was a founding member of the Chief Customer Officer Council and the Corporate Executive Board Customer Experience Leadership Council.

Education

MBA, Information Technology from University of San Diego (including coursework at the Clairemont Graduate School) and BS, Information Systems from San Diego State University.