



Jaquie

Scammell

Global Authority on Service Leadership
Founder & CEO, ServiceQ



Jaquie
Scammell



ServiceQ
Reimagine the future of service

hello@serviceq.co

jaquiescammell.com

in jaquiescammell

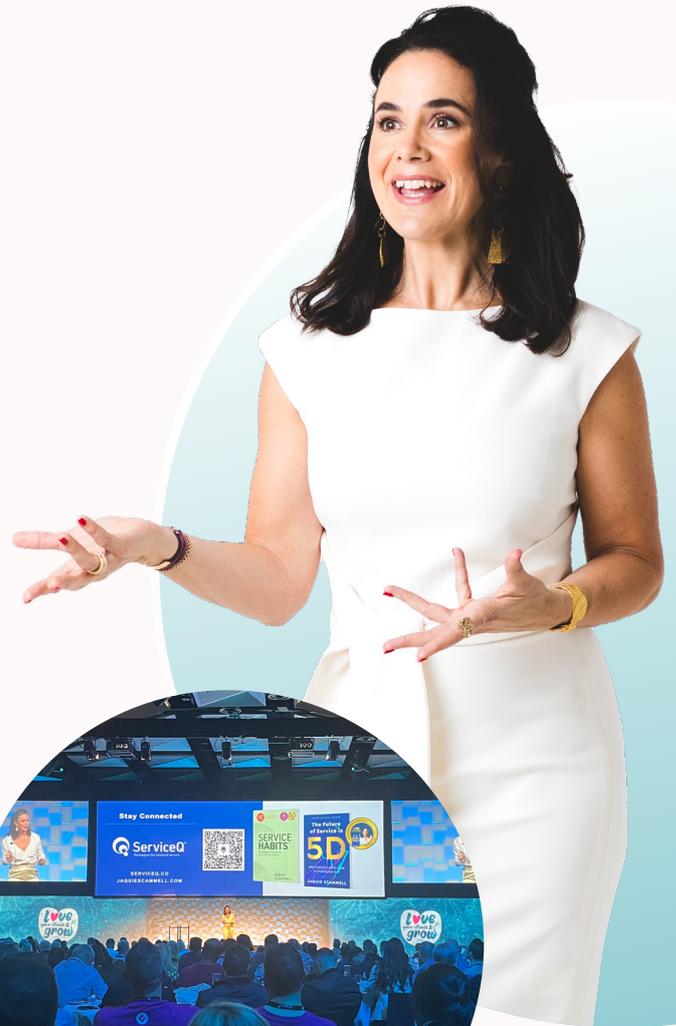
📷 jaquiescammellofficial



Jaquie Scammell is Australia's foremost authority on service leadership.

With 300+ keynotes and three best-selling books, she transforms service cultures for iconic brands like BHP, Westpac, and Melbourne Airport.

Her message is simple but powerful: in an automated world, human connection is your greatest competitive edge.



KEYNOTE TOPICS

The Future of Service is Human

Redefining customer connection in a tech-driven world.

Service Habits™: Transform Culture from the Inside Out

Embedding behavioural change that sticks.

Relational Leadership: Lead With Presence and Empathy

Unlock engagement, retention, and loyalty through conscious leadership.

The Resonant Leader

A blueprint for high-performing teams in high-pressure environments.

Jaquie is the most impactful speaker we've brought into our organisation – **real, energising, and immediately actionable.**

*Chief Customer Officer,
Major Retailer*



About Jaquie

Jaquie Scammell is one of the world's leading voices on service leadership and workplace connection. As the Founder and CEO of ServiceQ, she partners with major brands – BHP, Melbourne Airport, Westpac, Chanel and more – to transform customer and employee experiences from the inside out.

With over 25 years of leadership experience across the UK and Australia, Jaquie has worked in executive roles with Tennis Australia and the Australian Open, and played a pivotal role in mobilising Emirates Stadium and Wembley National Stadium during her time with Delaware North.

Jaquie is the author of three acclaimed books – *Service Habits*, *Service Mindset*, and *The Future of Service is 5D* – and the creator of the Service Habits™ Framework, used globally to embed behavioural change that sticks.

In an era of AI, burnout, and culture fatigue, Jaquie's message is simple: Humanity is your greatest competitive advantage. Her keynotes spark real transformation – leaving audiences rethinking how they lead, connect, and serve.

Why Book Jaquie

- 300+ keynotes delivered across four continents
- Trusted by Fortune 500s, airports, banks, and government
- Speaker style: engaging, real-world, deeply human
- Works with audiences from C-suite to frontline
- Author, advisor, and executive coach to leadership teams

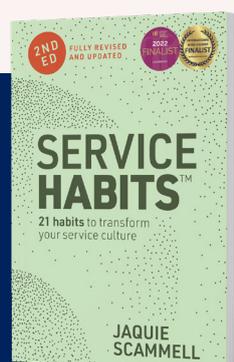
She doesn't just speak on service culture – **she rewires how leaders think about their people.**

Chief People Officer, Aviation Sector

One of the most powerful speakers I've worked with – **Jaquie brings clarity, warmth and serious leadership edge**

Head of CX, Global Bank

PUBLISHED
AUTHOR



Jaquie Scammell Keynote Speaker

Speaker's Title

- Global Authority of Service Leadership
- Australia's Leading Customer Service Expert
- CEO of ServiceQ

Speaking Locations

- Based in Melbourne, Australia
- Available for Global Speaking Events
- Available for In-Person & Virtual Keynotes

Speaker's Contact Details

hello@serviceq.co
0400 222 150

Speaker's Website

www.jaquiescammell.com

Organisation's Website

www.serviceq.co

Speaker Pack

Upon booking you will be sent a speaker pack including Jaquie's logo, speaker bio, photos and introduction for your MC

Presentation Topics

Refer attached for more detail

- The Future of Service is Human
- Service Habits™: Transform Culture from the Inside Out
- The Resonant Leader: Lead with Presence and Empathy

Requirements

Jaquie will require

- Projector for PowerPoint
- Audio for PowerPoint
- Lapel Microphone
- Roving Microphone for Audience
- Foldback screen with notes display
- Jug of room temperature water

Jaquie will bring

- PC with PowerPoint presentation
- If requested, USB with PowerPoint presentation
- HDMI Cables and Presentation Clicker



+61 400 222 150 / hello@serviceq.co / jaquiescammell.com

[in](#) [jaquiescammell](#)

[@](#) [jaquiescammellofficial](#)