



Ingrid C. Lindberg

Co-Founder

Sobrynth

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Ingrid C. Lindberg is a pioneer—from building the first health savings account (HSA) to being the first person to hold the title of customer experience officer (CXO), she has been transforming companies and industries since the early 2000s. She is the co-founder of Sobrynth, a company dedicated to helping people navigate their sobriety journey both at home and at work. This innovative approach includes peer coaches to help people navigate the complexity of the recovery system as well as a Recovery Ready cultural change framework, recognizing that a safe workspace is integral to a person’s sobriety journey. Ingrid is also the chief executive officer of the customer experience consultancy Chief Customer, serving the Fortune 500 with a client roster that includes finance, health care, CPG, Telco, and retail leaders. Recognized as one of the 40 Top Global Marketers and named Maverick of the Year by the Stevie Awards, she excels in creating differentiated customer experience strategies, bringing groundbreaking products to market and reshaping organizational cultures. Ingrid is a global keynote speaker and author known for leading with heart through transformations.