

# MEET MAYA MATTAR

Maya Mattar is a CX Strategist, people development professional, speaker, founder and CEO of Lasting Impressions.

In her 20 years working in the service industry with international experience across the Middle East and Southeast Asia, she has helped more than 12,000 individuals develop their skills. Maya has a master's degree in Coaching Psychology from University of East London and a CXDP from Glasgow Caledonian University. Maya is passionate about helping leaders and organizations “change the doing by changing the viewing”.

She regularly trains and coaches professionals from around the world in leadership, customer experience, service excellence and life skills. Her clients have included, Emirates Airlines, LinkedIn, DHL, google, Amazon, Dubai Municipality, Pearson, PwC, Dentons, National Bank of Saudi, ENBD, Oracle, and many others. Maya is also the author of Amazon bestseller Lasting Impressions – The Framework for Consistent Service Excellence.



EMCC Senior Practitioner  
Transition Intelligence Coach  
World Happiness Summit Coach



Guest speaker IAAPA  
Guest speaker Heriot Watt University



# EXPERIENCE - SOME OF OUR CLIENTS



# WHAT PEOPLE ARE SAYING

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Maya Mattar proves she is a master of craft with a bold vision for world-class service spirit and standards. Maya elegantly blends recent changes in the service world with the proven psychology behind customer experience. If you are looking for a brand-new way to uplift and upgrade your service, here it is. Maya will change your views, and your actions, in the service industry forever.



**RON KAUFMAN**  
New York Times Bestselling Author  
of “Uplifting Service”

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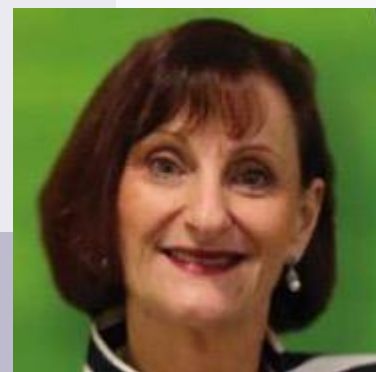
Maya held a fantastic virtual workshop around diversity, inclusion, and belonging for us with participants from various origins and cultures. Not only did her powerful presence and positive energy make this session a success, but she also managed to keep the participants engaged throughout the workshop with her great professionalism, knowledge, and experience.



**ROMINA DAGHIGI**  
Content project manager at  
LinkedIn

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Maya's unrelenting passion and drive for service excellence has always been a guiding light and at the heart of everything she does. Maya has a deep understanding of the link between service experience and business outcomes. She is able to translate this with clarity, creating an encouraging and nurturing learning environment in her training delivery. Maya's genuine and authentic spirit for service inspires and ignites others.



**CATHERINE BAIRD**  
SVP, Cabin Crew Training,  
Emirates Airline

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Maya's session was incredibly helpful, thought provoking and insightful on a topic that is impacting all of us during these challenging times. Everyone thoroughly enjoyed it and appreciated how openly and thoughtfully you shared your personal experiences with us, and how well versed you are on such a complex subject. I look forward to many more sessions with you in the future!



**RASHEEQA JACQUESSON**  
Marketing Science Partner, META  
MENA – SSA and Turkey



# GET IN TOUCH

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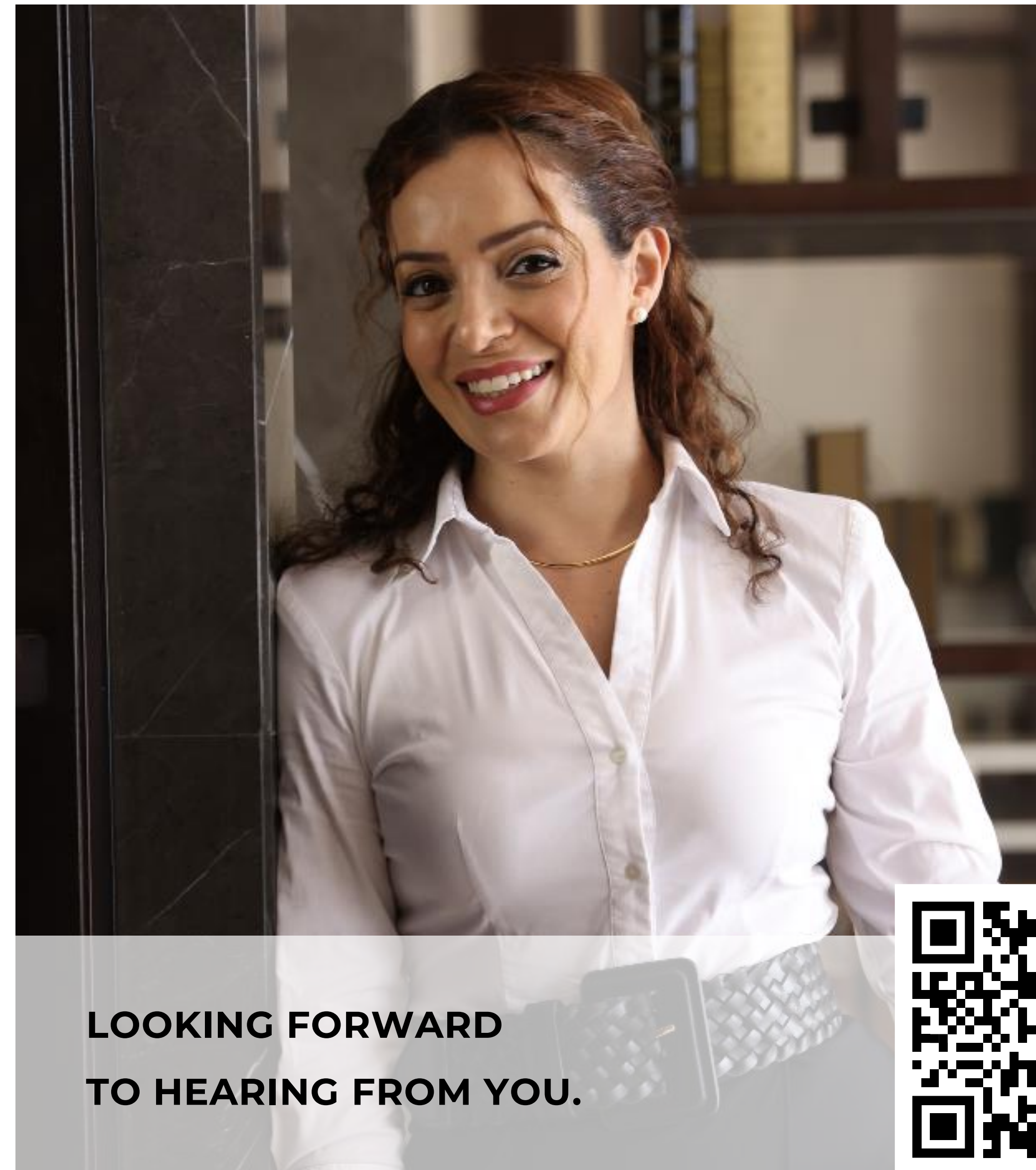
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**LOOKING FORWARD  
TO HEARING FROM YOU.**





**THANK YOU**

