



ALLEN

Bio

Mary Delia Allen is a high-energy keynote speaker and customer experience strategist who brings proven hospitality practices to the business world. Over a 25-year career, she created unforgettable experiences for global icons including the NFL, MLB, the Olympics, Bank of America, and T-Mobile—demonstrating how welcoming is a micro-moment with massive impact for your customers.

Today, as the founder of *The Welcoming Edge*, she helps organizations turn everyday interactions into business advantages. With wit, warmth, and walk-the-talk credibility, Mary Delia shows leaders and frontline teams how a well-delivered greeting becomes the essential first step of customer service—transforming culture, strengthening loyalty, and driving results.

A world-class communicator, she doesn't just speak *about* customer experience—she delivers it. Every presentation is designed to feel alive, engaging, and memorable. Audiences leave energized, inspired, and ready to act—because in a distracted world, the companies that connect win.