

Name: Steven Ladd

Title: Lead, Customer Engagement and Consulting Thailand

Focus: Thailand

Expertise: Data Driven Customer Engagement; Marketing Analytics; Customer Experience Design; Loyalty Strategy Design & Valuation

Verticals: Pharma, FSI, Retail, Travel, Hospitality, Energy, FMCG, QSR



Skills Summary:

- Strong expertise in cross industry and cross regional customer engagement/loyalty and strategy development
- Background of consulting and analytics to deliver insights-driven recommendations

Work Experience: Steven brings in a combination of experience across strategy consulting, pricing and analytics:

- **Lead, Customer Engagement & Consulting Lead Thailand, Ogilvy:** Leading the local Thailand team across consulting strategy projects, customer engagement strategy and customer experience design projects
- **Lead, Loyalty Business Consulting, AIMIA:** Leading regional execution and delivery of consulting projects across multiple Fortune 100 companies and countries across APAC and Middle East. Expertise in analytics, loyalty, CRM
- **Consulting, Simon Kucher Partners:** Delivery of consulting projects across Asia with focus on drug pricing for pharmacy retail and regional insurance pricing across Asia
- **Manager, Commercial, ENMAX Energy:** Led delivery of commercial negotiations, strategy and modelling for multi-billion dollar retail power company in Canada
- Additionally, Steven contributed in a senior leadership role and strategist developing strategic campaigns, marketing, public relations, media relations and elected to executive committee boards for a major political party in Canada

Education:

- **Master of Business Administration (MBA),** National University of Singapore, Singapore,
- **Bachelor in Economics and Bachelor in Political Science,** University of Calgary,

Awards:

- Recipient of the Queen Elizabeth II Diamond Jubilee Medal for public service in Canada