



Ms. Linda Loh - Head, Ipsos Business Consulting (Singapore)

"Linda oversees the Singapore consulting practice and manages a team of analysts in executing local and regional studies. She has consulted for clients on market feasibility and growth strategy development across diverse sectors, ranging from automotive, government, retail, to telecommunications. Prior to joining Ipsos, Linda specialised in Innovation and Change Management, and was an internal consultant for one of the largest ministries in Singapore. Her role involved the development of innovation tools and processes for the ministry (such as managing idea generation and rapid prototyping), as well as designing programmes to foster organizational change management.

Linda obtained her Bachelors of Business from the Nanyang Technological University and is currently pursuing a global Executive MBA with INSEAD."