

LISA WATSON

Managing Director, Ibis Intelligence Services

Chairman, Direct Marketing Association of Singapore

Lisa Watson has over 20 years direct marketing, CRM and advertising experience and has been in Asia since 1991. In July 2001, she founded Ibis Intelligence Services to help clients build and use customer intelligence to deliver business results.

In 2002, Lisa was named Chairman of the Direct Marketing Association of Singapore and Chairman of DM Asia 2002. She is honorary auditor for the Singapore Business and Professional Women's Association and a member of the American Chamber of Commerce.

From 1998 to 2001, Lisa was the managing director of Leo Burnett Cartwright Williams Direct, the hub for direct marketing and database capabilities within Leo Burnett Asia Pacific. Prior to her move to LBCW, Lisa was part of the Dentsu Young & Rubicam (DY&R) group in Hong Kong serving as managing director of Wunderman and DY&R with regional responsibility for key clients including AT&T, Digital, DuPont and Xerox.

Before joining DY&R in 1993, Lisa was director of client services for Ogilvy & Mather Direct Hong Kong for three years, and she headed the integrated account teams for American Express, Piaget, Baume & Mercier and The Economist.

Preceding her move to Hong Kong in 1991, Lisa spent three years with Ogilvy & Mather Direct in Chicago. There she managed the Sears, Roebuck & Co account including storewide strategies, home appliances/electronics and the apparel businesses.

Lisa is a frequent speaker at industry events and a contributor to regional trade publications. She graduated from Lawrence University with an honors degree in Mathematics.

Key client experience includes:

Technology/Telco: Apple, AT&T, Digital, Hewlett-Packard, Intel, Lucent Technologies, Microsoft, Oracle, SingTel, Sonera zed, Xerox

Financial Services: ABN AMRO Bank, AIU Insurance, American Express, Morgan Stanley Dean Witter, Prudential Insurance, Royal Direct (Japan), Sentry Insurance, Shell Card, Singapore Exchange, Standard Chartered Bank, Wardley Investments,

FMCG: Procter & Gamble, Watson's Water, Yakult

Hospitality/Tourism: Hong Kong Trade Development Council, Hotel Conrad, Intel, Le Meridien Hotels, Regent Hotels, Singapore Tourism Board

Media: Economist, STAR TV, MEASAT

Automotive: BMW, Mercedes Benz

Pharmaceuticals: Merck, Sharp & Dohme, Nestle, Wyeth

Other: Baume & Mercier, Bosch, DuPont, Johnny Walker, Marks & Spencer, Phillip Morris, Philips, Piaget, Sears, Roebuck and Co, Shell, Singapore Air Force