

EDWARD “TED” SOUDER

Chicago, IL · tedsouder@gmail.com · WhatsApp +1-773-454-8066 · www.tedsouder.com · [LinkedIn.com](https://www.linkedin.com/in/tedsouder)



Ted Souder is a globally recognized authority on **Modern Business Transformation** with a proven track record of driving innovation and growth at scale. As one of Google's earliest employees, he spent over two decades leading high-performing sales, customer success, and operations teams across the U.S., Southern and Eastern Europe, the Middle East, and Africa. In these diverse leadership roles, Ted's teams generated billions in revenue, partnering with some of the world's largest brands to accelerate their digital capabilities in search, mobile, video, cloud, and AI. He also founded the Google CFO Forum, facilitating strategic dialogue between Google and the financial leadership of its most prominent customers around the world.

Ted's extensive governance experience includes currently serving as a board member of the Chicago Council on Global Affairs, a prominent geopolitical think tank, and 1871, a leading global tech hub. His previous board service includes the Economic Club of Chicago, the Chicagoland Chamber of Commerce, Portico by Exclusive Resorts, and a business development company impacted by the 2008 financial crisis.

Ted is a Partner at HTAT Journeys, a conservation-focused safari business that operates in Eastern and Southern Africa, and a professor teaching AI strategy on the Section online learning platform. His role as a professor not only informs but also inspires the next generation of leaders. He is also a sought-after speaker and advisor to founders and early-stage startups.

With a deep understanding of AI strategy and leadership, Ted has guided organizations toward sustainable futures. His expertise in building AI-first organizations equips them to navigate an increasingly complex and rapidly evolving global landscape. Ted's strategic acumen and extensive experience with innovation are complemented by his unwavering sense of urgency, a quality that motivates all those around him.

CAREER PROGRESSION

WIGGS HOLDING, *Chicago, IL* · 2023 to Present

Founder

- Founded Wiggs Holding, an umbrella organization for global speaking, advising, and investing through www.TedSouder.com, Chamber Strategy Group, LLC, and E3L Capital LLC.

SECTION, *New York, NY* · 2023 to Present

Professor

- Teaching online and in-person workshops on the topic of AI business strategy.

GOOGLE LLC, *Chicago, IL & Paris, France* · 2001 to 2022

Head of Industry, Retail (*dual role*) · 2012 to 2022

- Generated record-setting revenue overseeing the Google experience of some of the largest retailers in the world by cultivating strong C-level relationships, understanding customers' business goals, and designing and activating transformational, solution-based proposals.

Founder, Google CFO Forum (*dual role*) · 2016 to 2022

- Conceived, developed, and launched a 50-member CFO forum in partnership with Google CFO Ruth Porat that initiated a dialogue on best practices in digital transformation.

Global Sales Leader Rotational Program/International Head of Strategic Sales & Operations · 2010 to 2011

- Selected as a charter participant in an exclusive one-year sales rotation program through SEEMA in Paris, France – collaborated with Google sales teams throughout Southern and Eastern Europe, The Middle East, and Africa to identify and execute sales opportunities and training initiatives.

Head of Sales, Midwest Travel Vertical · 2005 to 2010

- Directed the team that managed the Google experience for the largest advertising partners in the Travel space.

Regional Client Service Manager · 2002 to 2005

- Managed Google's most prominent global advertisers and established the Chicago, Detroit, and Dallas client service teams.

Client Service Specialist · 2001 to 2002

- Served as the first client service specialist hired outside of New York and California – proposed and built a legacy program for the account manager hiring and performance review process.

EARLY CAREER EXPERIENCE

ECHO NETWORKS, INC., *San Francisco, CA* · 2000 to 2001

Director of Advertising

THE EXCITE@HOME NETWORK, *Redwood City, CA* · 1998 to 2000

Marketing Manager (Excite@Home) · 1999 to 2000

National Account Manager (Excite) · 1998 to 1999

AMERICA ONLINE, *Denver, CO* · 1996 to 1998

Advertising Account Executive

THE DENVER BUSINESS JOURNAL, *Denver, CO* · 1995 to 1996

Advertising Account Executive

THE NATIONAL FOOTBALL LEAGUE, *Denver, CO, San Francisco, CA, & Chicago, IL* · 1995 to 2003

Marketing/Game Day Operations Consultant, Seasonal

CIVIC LEADERSHIP

THE NATIONAL UNIVERSITY OF SINGAPORE INTERNATIONAL COUNCIL, *Singapore* · 2023 to Present

Member

REVOLUTION VENTURES, *Washington, DC* · 2018 to 2024

Advisor

HTAT JOURNEYS, *Chicago, IL & Nairobi, Kenya* · 2018 to Present

Partner & Advisor

COMMERCIAL CLUB OF CHICAGO, *Chicago, IL* · 2018 to 2024

Member

US GLOBAL LEADERSHIP COALITION, *Chicago, IL* · 2015 to Present

Advisory Committee Member

US SKI TEAM, *Chicago, IL* · 2008 to 2010

Regional Committee Member

BOARD INVOLVEMENT

1871, *Chicago, IL* · 2014 to present

Board of Directors

CHICAGO COUNCIL ON GLOBAL AFFAIRS, *Chicago, IL* · 2013 to Present

Board of Directors

ECONOMIC CLUB OF CHICAGO, *Chicago, IL* · 2011 to Present

Former Board of Directors, current member

CHICAGOLAND CHAMBER OF COMMERCE, *Chicago, IL* · 2012 to 2022

Vice Chair, Board of Directors

THE FRITZ KNOEBEL SCHOOL OF HOSPITALITY MANAGEMENT, *Denver, CO* · 2011 to 2018

Executive Advisory Board

PORTICO BY EXCLUSIVE RESORTS, *Denver, CO* · 2012 to 2014

Board of Directors

AMERICAN MARKETING ASSOCIATION, *Chicago, IL* · 2006 to 2010

Board of Directors

SELECT SPEAKING ENGAGEMENTS

LEAP INTO THE FUTURE, *Riyadh, Saudi Arabia* · 2/2025

ATOM, *London, England* · 11/2024

LEVERX GLOBAL SUMMIT, *Miami, FL* · 10/2024

RED SEA GLOBAL, *Jeddah, Saudi Arabia (virtual)* · 7/2024

DUBAI BUSINESS FORUM, *Dubai, UAE* · 11/2023

SUMMIT OF MINDS, *Chamonix, France* · 9/2023

MENA RETAIL CONGRESS, *Dubai, UAE* · 12/2022

JORDAN STARTUP EXPO, *Amman, Jordan* · 10/2022

BRITISH SWISS CHAMBER OF COMMERCE, *Geneva, Switzerland* · 3/2022

LEAP INTO THE FUTURE, *Riyadh, Saudi Arabia* · 2/2022

WORLD CHAMBERS CONGRESS, *Dubai, UAE* · 11/2021

CHOSUNBIZ CONSUMER & RETAIL FORUM, *Seoul, South Korea (virtual)* · 2/2021

DANIELS COLLEGE OF BUSINESS, *Denver, CO (virtual)* · 6/2020

[*Commencement Speech*](#)

SUMMIT OF MINDS, *Dilijan & Yerevan, Armenia* · 6/2019, 10/2020

PODCASTS

BE CURIOUS & HIRE A DATA SCIENTIST · 1/2023

[*30 minutter inn i fremtiden with Eirik Norman*](#)

GOOGLE & BEYOND · 9/2022

[*UP2 Podcast*](#)

TED SOUDER - X GOOGLER · 4/2022
[WRS SWISS RADIO IN ENGLISH, MCKAY INTERVIEW](#)

ARTICLE MENTIONS

TED SOUDER, A CAREER AT GOOGLE & THE IMPORTANCE OF TRANSFORMATION · 12/28/2022
[Moneys Magazine](#)

GOOGLE RETAIL CHIEF SOUDER LEAVES COMPANY · 1/6/2022
[Crain's Chicago Business](#)

POLLINATORS: THE NEW BREED OF INNOVATORS · 1/2012
[Forbes](#)

PUBLICATIONS

[THE EMERGING POWER OF BIG DATA: THE CHICAGO EXPERIENCE](#) · 6/2014
Participating Author

[THE3SIX5 \(Webby Nominated\)](#) · 2011
Participating Author

HONORS & AWARDS

CHICAGO COUNCIL ON GLOBAL AFFAIRS EMERGING LEADERS PROGRAM · Class of 2014

GOOGLE G-VALUES AWARD · 2007

HSMIAI TOP 25 MOST EXTRAORDINARY MINDS IN SALES & MARKETING AWARD · 2006

Education

UNIVERSITY OF DENVER, *Denver, CO*
Bachelor of Science in Business Administration (BSBA)