

EDWARD “TED” SOUDER

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Speaker, advisor, professor, investor, and former senior executive at Google, Ted's career soared when he became the 302nd employee at Google. Throughout his tenure at Google, Ted held many different leadership positions in Chicago and Paris, France, ultimately leading to his dual roles as Founder of the Google CFO Forum and Head of Industry, Retail.

In 2023, Ted founded Wiggs Holding, an umbrella organization for his global speaking, advising, and investing initiatives. Ted is also teaching an online class titled “Kickstart Your Digital Transformation” at Section4, a NYC-based education startup, offering an MBA level “elite business education for an affordable price.”

Outside of Google, Ted served as Vice Chairman of the Chicagoland Chamber of Commerce and is currently on the Board of Directors at 1871, rated in 2019 as the No. 1 technology incubator in the world. Ted co-owns the Monthly Barometer, a content platform and advisory boutique at the intersection of Economics, Geo-Politics, Climate, Technology, and Wellness based in Chamonix, France. Additionally, Ted is an advisor for Revolution Ventures and HTAT Journeys. He is a Director's Circle Member for the Chicago Council on Global Affairs and is active at the Economic Club of Chicago, the

Commercial Club of Chicago, and the US Global Leadership Committee.

As an early digital adapter, Ted held numerous leadership roles at early online brands America Online and Excite and groundbreaking social music startup Echo Networks.

Ted is a US Citizen and resides in Chicago, IL, with his wife Lori and their two children.

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.

SECTION4, New York, NY · 2023 to Present

Professor

- Teaching an online class titled “Kickstart Your Digital Transformation” at Section4, a NYC-based education startup.

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 most prominent 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

MONTHLY BAROMETER, *Chamonix, France* · 2018 to Present

Partner

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

Advisor

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

Advisor

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

Member

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

Advisory Committee Member

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

Director's Circle Member

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

Regional Committee Member

BOARD INVOLVEMENT

1871, *Chicago, IL* · 2014 to Present

Board of Directors Executive Committee Member

Nominating & Governance Chairperson

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

Board of Directors

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

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, *Chicago, IL (virtual)* · 6/2020

[*Commencement Speech*](#)

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

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 - Part 1*](#)

[*Moneys Magazine - Part 2*](#)

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)