

EDWARD “TED” SOUDER

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Ted Souder is the CEO & Co-Founder of Quoin, Inc., an AI-powered research platform transforming how intelligence is created and applied in the modern economy. By transforming fragmented information into structured, decision-ready insights, Quoin empowers leaders across industries to move from research to results with unprecedented speed, accuracy, and confidence. What once required teams of analysts hours or even days, Quoin now delivers results in minutes, redefining how organizations assess opportunities, shape strategy, and make informed decisions in real-time.

Previously, Ted was among Google's earliest employees, helping to write one of the greatest business success stories of all time. Over the course of two decades, he built and led high-performing teams across the U.S., Europe, the Middle East, and Africa; guided global brands through digital transformations in search, mobile, video, cloud, and AI; and founded the Google CFO Forum to connect financial leaders with the digital future.

Today, Ted serves on the boards of 1871, one of the world's most influential tech communities, and the Chicago Council on Global Affairs, a leading geopolitical think tank. His previous board roles include the Economic Club of Chicago, the Chicagoland Chamber of Commerce, and Portico by Exclusive Resorts. He is also a partner at HTAT Journeys, a conservation-focused luxury safari business operating across Africa.

An educator on AI strategy with Section, a sought-after global speaker, and an advisor to startups and VC funds, Ted helps leaders embrace AI-first transformation, accelerate performance, and build organizations ready for the future. Through his THRIVE framework, he equips executives worldwide to reduce friction, unlock growth, and drive lasting competitive advantage.

CAREER PROGRESSION

QUOIN, INC., Chicago, IL · 2025 to Present

Co-Founder & CEO

- Quoin.ai is an AI-powered research platform transforming how intelligence is created and applied in the modern economy.

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 Present

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

HSMAI Top 25 Most Extraordinary Minds in Sales & Marketing Award · 2006

Education

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