



Ian Foulds

Strategy Director, The Zoo Republic

Day 1 – The Legal Professional

Client Engagement: building trust online

12.00pm - 1.00pm

About Ian Foulds

As The Zoo Republic's Strategy Director, Ian is often found surrounded by post-it notes, research findings and reports looking for the connections that help us understand why people do (or don't do) what we expect or hope when we market ourselves to them.

One of Ian's specialisms is helping businesses find and express what makes them distinctive so they can attract and retain potential customers and staff more effectively. Of particular relevance to the Law Society Conference is his experience in working with small and medium-sized businesses in the Real Estate, Financial Services and IT Services industries to find their centre and meet their commercial goals.

Ian's career spans work in the US, UK, European Union and Australasia. This experience has culminated in creating his own innovative interpretation of Behavioural Economics principles that help you identify what is holding consumers back from becoming your customers, and to apply levers that help create a positive change in behaviour. He regularly freely shares his interest and passion for applying Behavioural Economics in the wild and out of the lab of academia at Uncorked.