

UATP and Airline Business present:

Airline Distribution 2005

19-21 April 2005
Marriott Resort and Spa
Bangkok



Topic: Session 7: Tackling Payment Costs

Date: Thursday, 21 April 2005

Time: 2:00 – 3:00 pm

Lance Blockley
Director
Edgar Dunn and Company

Lance Blockley is a Director of Edgar, Dunn & Company. He has over 25 years experience in senior management and consulting in the UK, USA, Asia, and Australia. Lance has pioneered the use of transaction data to underpin marketing strategy development and market segmentation, and was the creator of the firm's powerful Slice & Dice diagnostic tool. He has utilised this approach in payment card, insurance and other financial products for clients in Australia, Taiwan, Korea and Hong Kong.

Lance has undertaken numerous assignments in credit, debit and charge cards, helping to align both issuing and acquiring organisations with their marketplace and customer requirements, and generating profitable growth. Lance's forte is working to provide clients with the business impacts they seek, be that in financial services, telecommunications or other industries.

Lance holds B.A. and M.A. degrees in natural Sciences from Cambridge University, England and an M.B.A. from IMD, Switzerland. He is a member of the Australian Institute of Company Directors and the Chartered Management Institute (UK).

