MEDIA KIT

Leadership

The executive committee and practice leads, with the areas each one speaks to.

Thue Quist Thomasen

Chief Executive Officer

Leads Decision Lab and represents the firm publicly on Vietnamese consumer, digital and economic trends. He is the firm's usual spokesperson for press comment and conference programmes.

Nguyen Thi Mai Tram

Director, Head of Insight Velocity Practice

Heads the practice covering continuous measurement — real-time brand tracking, campaign evaluation and bespoke performance tracking — where the question is what moved, and why.

Nguyen Thi Uyen Chi

Director, Head of Experience Economy Practice

Heads the practice covering how people choose and what keeps them — customer journey mapping, customer experience management and category entry point optimisation.

Sylvia Andhini Putri

Director, Head of Education Practice

Heads the education practice, including the annual Education Market Study run with BritCham Vietnam and the British Embassy, and sponsored by British University Vietnam.

Trinh Ngoc Anh Duong

Associate Director, Finance Practice

Works across the finance practice, including the Bank Satisfaction Rankings and Decision Lab's published research on financial behaviour in Vietnam.

Who speaks to what

Company, market and economy	Thue Quist Thomasen
Brand health and campaign effectiveness	Nguyen Thi Mai Tram
Customer experience and journeys	Nguyen Thi Uyen Chi
Education market	Sylvia Andhini Putri
Banking and financial behaviour	Trinh Ngoc Anh Duong

Press desk

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Requesting an interview

Email the press desk with the topic, the outlet, your deadline and the format. We will confirm a spokesperson and, where the question is answerable from published research, point you to the study and its fieldwork dates.

Titles current as of September 2026. Headshots for editorial use are available from the press desk.