

Pam Woodall

Senior Editor, Economics
Formerly Asia Economics Editor
The Economist

Writer, Speaker on Global and Asian Economics



Professional Experience

- Ms. Woodall has until recently been based in Hong Kong as *The Economist's* Asia Economics Editor.
- Pam is now based in the UK with *The Economist* as a Senior Editor, Economics and is currently writing a new book about the shift in global economic power from American and Europe to Asia.
- Having developed her career as a journalist in the UK based in London, she spent some 13 years as *The Economist's* Global Economics Editor, she has been a regular visitor to the US, Europe and Asia.
- Her reputation has been built upon over 25 years at *The Economist* as a top economist and journalist.
- She writes chiefly on international economics, Asian economies, European economies, the rise of China and other emerging economies, asset price bubbles and exchange rates.
- She is the inventor of *The Economist's* now famous "Big Mac Index."
- Her unrivalled understanding of macroeconomics enables her to identify and anticipate key developments that will likely impact strategic business decisions for organisations operating globally.
- Her coverage spans all industry sectors but she has paid particular attention to global housing markets.
- Pam is an outspoken commentator who relishes occasions to debate issues.

Published papers and awards

- Was author for many years of *The Economist's* widely-respected annual survey on *The World Economy*.
- She writes economic leaders for *The Economist* and also contributes to *economist.com*.
- Contributes to *The World in* magazine, published annually by The Economist Group.
- Regularly interviewed on international radio and television including BBC and CNN and many others and is often sought after for interviews in the international press.
- Jointly-won the 2006 Wincott Foundation award for "senior financial journalist of the year", won "best economics journalist" of 2006 at the *Business Journalist of the Year* awards and won the 2005 Rybczynski Prize awarded by the Society of Business Economists.

Pam Woodall - Personal information

- Joined *The Economist* in 1985 as an Economics Correspondent and become Economics Editor in 1993, Asia Economics Editor in 2006, and is now Senior Editor, Economics, in London.
- She previously worked for Bank of America and before that as an economist in the UK Government's Economic Service.
- Pam was educated in the UK and gained honours degrees in Economics from Manchester University and the London School of Economics.

Sample assignments

- regularly conducts confidential personal briefings to global Chief Executives
- is invited as a guest speaker at special client functions
- delivers keynote addresses at international regional business summits around the world
- specific speaking engagements have included the World Economic Forum - DAVOS (2004, 2005 & 2006), the Abu Dhabi Corporate Leadership Forum 2008, and numerous conferences like the Global Real Estate Institute - *Chairman's Retreat*, Credit Agricole's *Asset Management Investment Conference* Abu Dhabi, MasterCard's forum on *Womenomics*, Singapore, International Management Australia *CFO Forum in Sydney*, The Bank Credit *Analyst International Investment Conference*, New York, Oracle's *CFO Conference*, Sydney, *Australian Industry Group Annual Conference*, *The Economist Global Agenda* London, Citibank's Investor Conference in Hong Kong and other corporate events.
- She has moderated and spoken at numerous Economist Conferences events, including Government Roundtables in Australia and New Zealand Government, Heads of Asia Pacific Operations Roundtable, The Leaders' Retreat and others.

Client testimonials

I have worked closely with many of the world's leading speakers - you are definitely the quintessential pro!
Dave Khan, CEO of TriStar Events / Abu Dhabi Corporate Leadership Forum

Please pass on to Pam our thanks for her wonderful presentation at the forum in Seoul. It set the tone and themes for the event perfectly and she impressed all the delegates
Peter Mitchell, Chief Executive, Asian Public Real Estate Association

"Your breakfast session on the global economy was a terrific opener for a very successful new event, and your name has come up constantly since as one of the day's outstanding speakers."
International Management Australia, CFO Forum

"You really hit the headlines here yesterday, front page of several newspapers including the biggest selling, Irish Independent. Your presentation was excellent and so well delivered."
Simply Mortgages, Dublin