

Golden Equator Consulting Appoints Digital Consulting Maven Meredith Carson as Managing Partner

- Addressing the realities of a digitally-disrupted business landscape for organisations seeking advanced growth pathways
- Known for its digital transformation programmes and its works with government agencies for national startup bootcamps
- Meredith also heads The Simple Sum, a financial literacy and education platform.

Singapore, 24 March 2020 – Golden Equator Consulting (GECO) today announced the appointment of digital transformation, communication, and marketing industry leader Meredith Carson as Managing Partner. Heading a team of strategists, analysts, and creators, Meredith will be responsible to drive the growth of the digitally-focused consulting business.

For more than 20 years, Meredith has worked with industry leaders, cross-market, and cross-disciplinary teams to design and facilitate digital programmes. Prior to joining Golden Equator, Meredith was based in the United Arab Emirates, where she spent 12 years advising global brands throughout the Middle East and North Africa (MENA) as well as Europe and North America.

Meredith was previously Co-Founder and Director of Strategy at Bravo Romeo by AJ, an integrated marketing and communications strategy firm focused on smart government, ICT and media sectors as well as consulting startups.



Meredith Carson

Meredith Carson, Managing Partner of Golden Equator Consulting, said, “The 4th Industrial Revolution is no longer a theory but rather an emergent reality – where technology shapes the way we live, work, and interact. Industries today have unprecedented opportunity to evolve, by looking beyond disruption to critically examine the aspects of business that can benefit from integrating technology. In doing so, they stand to embrace the potential that this era heralds by forging new and advanced growth pathways.”

A subsidiary of the Singapore conglomerate Golden Equator Group (the Group), GECO is known for its digital transformation initiatives which impact markets and sectors. A recent example was in the traditional marine industry, working with an organisation to build a technology platform which automates information consolidation and projections enabled by Artificial Intelligence, which were formerly disparate data sources and managed by individuals. GECO is also highly regarded for its Startup Bootcamps, including those which it conducts with Brunei's national SME agency Darussalam Enterprise as well as for providing market-entry consulting for companies looking to enter and access Southeast Asia.

Meredith also heads The Simple Sum, a financial literacy and education platform, a business under the Golden Equator Group. In her role, she also leads content-related initiatives across other businesses under the Group including The Legacy Artefact by Golden Equator Wealth, a client-focused multimedia initiative for its client families to pass down the family stories, challenges, and values to the next generations.

In January 2020, Golden Equator Group announced its expansion into Brunei for three of its businesses i.e., Golden Equator Consulting, its multi-family office Golden Equator Wealth, and potentially its community-focused workspace SPECTRUM as well as appointed Aziemah Abdullah as its Country Head in Brunei.

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About Golden Equator Consulting

Golden Equator Consulting (GECO) is a digitally-focused consulting firm that helps businesses and startups to learn, grow, and connect. We provide end-to-end digital integration for businesses seeking new growth pathways, which address the realities of a digitally-disrupted business landscape. Our work encompasses research and strategy development, implementation and unified measurement framework development, as well as providing training and facilitation.

GECO is a subsidiary of Golden Equator Group, a Singapore-headquartered holding group with businesses in finance, consulting, and a community-focused workspace. The Group invests in the future generations through its key pillars of Capital, Technology, Learning, and Community to build financially rewarding businesses while driving positive social impact.

For more information, please visit: <https://www.goldenequatorconsulting.com/>

About Golden Equator Group (Golden Equator)

Golden Equator is a Singapore-headquartered holding group comprising businesses covering finance, consulting, and a community-focused workspace. The Group has presence in Singapore, Brunei, Taiwan, and Cambodia.

We invest in the future generations through our key pillars of Capital, Technology, Learning, and Community. Focused on technology and innovation, we work with like-minded individuals to build financially rewarding businesses while driving positive social impact.

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