



GILLIAN BENJAMIN

Ms. Gillian Benjamin is the Head of Brand, Marketing and CX at First Citizens, a financial services Group headquartered in Trinidad and Tobago and operating in Barbados, Costa Rica, St. Lucia and St. Vincent and the Grenadines. She has over two decades of experience working as a professional marketing executive at senior levels in financial services, manufacturing and distribution entities. Her range of experience includes Brand Management, Strategic Marketing Planning & Execution, Business Development, Market Research & Insights, Strategic Communications & Stakeholder Relations. For the last four years, Ms. Benjamin has directed the First Citizens Group as the CX Lead to design, develop and execute its strategic customer experience roadmap and repositioning plans.

Gillian is a graduate of the University of the West Indies, St Augustine with a BSc Management Studies with honours. She holds a Master of Business Administration with distinction from the Arthur Lok Jack Global School of Business, and is a Prosci Certified Change Practitioner. She is a Director of the First Citizens Foundation and serves the Customer Centric Board Committee of the First Citizens Group.



LORENZO HODGES

Lorenzo Hodges is an innovation strategist and experience designer with over twenty (20) years' expertise of delivering solutions across diverse industries. He is the CEO of Ferreira Optical Limited - recent recipients of the TTMA Supplier of Services Award. Previously he was the CEO and Founder of Plain White Table Inc., an innovation strategy firm helping companies to develop innovation capacity and design new products, services and delightful experiences for customers.

He holds an International Masters of Business Development and Innovation from the UWI, Arthur Lok Jack Graduate School of Business where he is part of the Adjunct Faculty. He lectures in the areas of Design Thinking, Electronic & Mobile Commerce; Digital & Social Marketing, and Product Design and Development.

With a passion for youth development, he is the Coordinator of the NorthGate College Male Empowerment Initiative. Lorenzo is also a former fitness trainer and Latin dance teacher.



LOUISE MCKEOWN

A strategic and innovative thinker in the telecommunications and technology space, Louise McKeown is a customer focused, commercially driven marketing and sales leader with a passion for disrupting the norms and challenging a typically traditional sector.

Since becoming Marketing Director in 2016, she has led an internal and external team of experts to drive revenue, grow market share, implement measured and effective traditional and digital marketing campaigns on both a national and international level, while also building long standing client relationships. Her vast experience in the industry has led her to focus on three key values – honest and open communication, excellent customer service and innovative disruption that challenges the status quo. Louise values a strong work ethic, staying true to yourself and she believes consistency is the key to success. With a bachelor's degree in Marketing from the Marketing Institute of Ireland (MII) as her primary degree, she returned to the classroom to complete a postgraduate degree in Digital Marketing in 2016-2017 and then a Masters in Digital Marketing, Digital Communication and Media/ Multimedia in 2017-2019. Prior to joining Magnet+ Louise worked in a variety of commercial roles in Ireland On-Line, BT Ireland, An Post, Deerpark Group and Netsource (before it became part of Magnet+ in 2006).



DALE LUTCHMAN

Dale Lutchman specializes in customer experience, creative campaigns, social media marketing and brand building. During his career, he pioneered the monetization of social and digital media for multiple media houses. Dale was fortunate to catch the wave of online evolution in the local landscape. He was instrumental in the creation, set up and management of major local online giants and their by-products such as Boom Champions 94.1fm, Slam 100.5fm and several other media frequencies in the Guardian Media Network (6 radio stations, 1 tv station and 2 press publications). Dale contributed significantly to the growth of brands like Converse and F1RST media. As the General Manager of Tribal Caribbean, a digital agency, his team built the social media personality and following for brands such as the Trinidad & Tobago Olympic Committee, Huawei, Pizza Hut, STAG Beer, Smalta, Bazodee the Movie launch, GNC, Venture Credit Union, LINX, Ramps Logistics and several others.

Dale is currently the Vice President of Customer Experience at Ramps Logistics. This role has global responsibility and includes Business Development, Communications and Marketing, Customer Care and E-Commerce divisions. This role has oversight for over 400 customers spanning 7 offices in 6 countries. He is also the current Chair for the Trinidad and Tobago Chamber Of Industry and Commerce's NOVA Committee.



KATHRYN NURSE

While pursuing an undergraduate degree at George Washington University in Washington DC, with the intent to study medicine, Kathryn realized that her path would be less traditional. She found that she could pursue a career that brought together both her love of science and of fashion and beauty by becoming a Cosmetic Chemist. After graduation, she trained in the USA at a Cosmetic Research & Development laboratory for several years. Then, in 2010 she decided to return home to Trinidad & Tobago to create Immortelle Beauty, a company that makes “little local luxuries” and offers the Caribbean lifestyle to women all over the world through beauty. Concurrently, in 2012 she received a Diploma in Fashion Management from the University of Trinidad & Tobago’s Caribbean Academy of Fashion and Design.

In 2012, Kathryn began a Masters in Luxury Brand Management in Shanghai, China, Florence, Italy and Paris, France. On returning to Trinidad, she was able to use her academic learnings, and her international experiences to improve the packaging, product and positioning of Immortelle Beauty in a way that makes it comparable with other international beauty brands and to achieve her goal of proving that “sophisticated” and “local” are not mutually exclusive concepts. As such, Kathryn and Immortelle Beauty have been nominated for prestigious local business awards including the 2020 Trinidad Chamber of Industry and Commerce Emerging Entrepreneur Award.

Kathryn’s goal through her business, is to inspire customers to expect more from local brands and hopefully inspire other businesses to meet those increased expectations. In 2021 Immortelle Beauty celebrated its 10th anniversary and we’re extremely excited for what the next ten years will bring!