



Linda Xiao, Director of Strategy, DXD Momentum Worldwide

Linda is a Futurist and a Strategy & Innovation Consultant. She has a wealth of experience and knowledge in understanding consumer's needs and motivations, particularly from a hybrid and digital context. She currently leads Momentum's Digital Experience Design (DXD)

practice, focusing on next gen experiences uniquely tailored for the blended worlds of physical and digital. Linda works alongside key clients, providing strategic digital leadership and counsel, guiding teams from omnichannel creative ideation to implementation.