



Graham Tocher (SHM Specialist)

Regional Director

TNS Financial Services Sector

- Graham Tocher is the Regional Director for the TNS TRI*M Stakeholder Management Practice and Financial Services Sector in Asia-Pacific-Latin America – Middle East & Africa. He has spent a large part of his life living amidst the diversity and excitement of Asia. After graduating in the UK with majors in advertising & marketing, and post-graduate marketing and communications qualifications, Graham returned to Asia where has been working for the past 18+ years.
- Graham comes originally from a strategic marketing and advertising background, having worked with Ogilvy & Mather and Y&R prior to opening his own marketing and communications consultancy in Hong Kong.
- In 1990 Graham joined TNS in Hong Kong (then MBL HK / NFO WorldGroup HK), relocating to the Singapore office in 1995 and later moving into Singapore based regional group in 1999. Graham is an appointed member of the TNS global strategic committee for Stakeholder Management practices and sits on the TNS global Financial Services steering committee.
- Graham's primary focus behind TNS' Stakeholder Relationship Management practice is the advancement of corporate programmes across the TNS network which aid client organisations to better realise operational competitive advantage through enhanced relationships with strategic stakeholder groups.
- His experience in Asia's industries span assignments with a number of blue-chip organisations on both a national and multiple-markets basis. His client experience includes such Financial Institutions as;
 - Monetary Authority of Singapore, Bank Negara Malaysia (Central Bank), Citibank (across Asia-Pacific region), HSBC (across Asia-Pacific region), JP Morgan Chase, MayBank Group, MAA Insurance, Hong Leong Bank Group, UOB, OCBC, Great Eastern Life, Eagle Star, AIA, National Mutual, Credit Suisse, NM Rothschild, Jardine Fleming, American Express TRS (across Asia-Pacific region), Thomas Cook, UBS, MasterCard International (across Asia-Pacific region), Visa International (across Asia-Pacific region), Deutsche Bank, Diners Club, AmBank Group, ABN Amro, Standard Chartered Bank (Global Wholesale bank), to name a few