



Thomas Stoeckle

Learning. Teaching. Consulting.
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Thomas Stoeckle is an independent consultant and researcher. Previously he led strategic business development at LexisNexis Business Insight Solutions (BIS). Prior to joining LexisNexis, he was group director and global analytics lead at W2O Group, and managing director at Report International (now CARMA).

Thomas is a media and communications researcher and business leader with 25 years' experience in helping clients make sense of their media perception, and how that affects brand and product reputation. He is curious and passionate about the workings and the effects of traditional and social media. He is equally curious and passionate about good research, about listening, learning, educating and providing insights that help clients communicate better with their stakeholders and audiences.

Originally from Germany, Thomas has been living and working in London since 2000, and enjoys traveling the world, both for business, and pleasure. Forever a digital Neanderthal among digital natives, he is keenly aware that adequate solutions to communications problems demand fluency in the three languages of humans, machines, and business, and that successful insightful business story-telling requires robust data evidence and compelling visualization.

Thomas hosts the [SmallDataForum](#) podcast, together with Neville Hobson and Sam Knowles. He is also the co-chair of the Institute for Public Relations Measurement Commission, editorial advisory board member of the Public Relations Journal, and a jury member of the Digital Communication Awards, hosted by Quadriga University Berlin.