



## Tom Zazueta

Chief Experience Officer  
Loring Ward

As Chief Experience Officer at Loring Ward, Tom Zazueta is responsible for leading and implementing exceptional experiences across Loring Ward. He is passionate about delivering innovative and intuitive solutions for Financial Advisors and providing relevant, impactful results for Advisors and their clients.

Tom joined Loring Ward in 2016 and brings significant expertise in creating outstanding client experiences. Most recently, he led a successful marketing strategy firm for nine years and has spent more than 20 years in positions at Apple, CKS, eBay, and HyperRelevance, including more than five years of high-level consulting engagements with Cisco and Charles Schwab.

He began his education at CalPoly, San Luis Obispo, studying Marketing, but transferred to San Jose State where he could pursue his interest in human and machine interfaces. Tom earned an interdisciplinary degree in Computers in Art & Design, Research and Education (C.A.D.R.E.).

A native to Silicon Valley, Tom lives in San Jose, CA, with his wife and two children. He loves to travel and is fortunate to have explored all seven continents.