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September 26th 2019: Decoding the Mind of the Consumer

Successful marketers satisfy their customers' needs. But how can they do that, if they don't know what those needs are? This episode reveals three different perspectives on collecting customer insights. My guests will talk about how their companies try to understand consumers in stores and during their daily lives.

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Featured Guests



Christina Lampert

Christina Lampert has been in software (SaaS) sales for over three years, selling to companies including CBS, Universal Music Group and Pizza Hut, stationed in New York City. Her current company, Wiser Solutions, helps brands and retailers pinpoint where there are revenue impacting issues from an omni-channel perspective.

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Dr. John Wittenbraker

John is the Managing Director the Global Science Organization at Ipsos, responsible for scientific developments in neuroscience, behavioral science, data science/AI, consumer behavior and political science/sociology for Ipsos' global business. This includes the development of academic and technical partnerships, guiding original research in the GSO lab and leading Science Activation Teams in each of the GSO disciplines

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Dr. Anders Bengtsson

Anders is CEO of ProtoBrand and holds a Ph.D. in Consumer Culture Theory. He is a thought leader in the market research industry to which he brings deep expertise in consumers' symbolic and emotional relationships with brands.

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