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Breaking Banks Fintech
Thursday at 12 Noon Pacific
August 28th 2014: Rise of the Super Consumer

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Thursday at 12 Noon Pacific Time
on VoiceAmerica Business Channel

Who can we look to when the Big Data cloud overwhelms our marketing departments and creates circles in our developmental strategies? The SUPER CONSUMERS to the rescue! Today Brett talks to Alok Gupta and Eddie Yoon of the Cambridge Group about how turning to the super consumers can help make sense of big data and give new focus to product development. Also, Brett speaks to Michal Panowicz about mCash in Poland and "Insane" Andy Mclean sends in another report from New Zealand.

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Featured Guests



Alok Gupta

Alok Gupta is as a Principal with The Cambridge Group based in the New York office. Alok has worked extensively in financial services consulting having helped retail banks, credit card issuers

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Eddie Yoon

Eddie Yoon is a Principal with The Cambridge Group. He has helped clients create winning growth strategies and business models in Consumer Packaged Goods and Durable Goods.

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