

Cindy Malone

Speaker • Research & Foresight Expert • SVP at Maddock Douglas



MEET CINDY

Cindy believes that successful innovation is a delicate balance between art and science, and has been leading initiatives that infuse intuition with observable and quantifiable data for more than 15 years. Cindy has her MBA from Harvard Business School and an AB in English literature from Princeton University.

She has a knack for uncovering insights and translating them into actionable recommendations to support thoughtful business decisions. Her extensive research experience spans across a variety of traditional and cutting-edge methodologies, and she has designed and implemented several proprietary approaches that uncover and quantify intangible aspects of consumer attitudes and needs.

Cindy's approaches, stories and insights will inspire teams to refresh their outlook on the future.

Expert Speaker
Cindy Malone



IN-DEMAND TOPICS

Predicting the Future with Foresight

Learn how to gain visibility into how, when and why new consumer needs will emerge in the future...before they can be articulated or observed in the marketplace.

KEY TAKEAWAYS

- + The difference between “foresights” and traditional “insights”
- + How to quantify the likelihood of future events and consumer needs

New Ways to Finance Long-Term Care

Understand the huge market opportunity for innovative long-term care solutions and discover how these types of products and approaches can be brought to market successfully.

KEY TAKEAWAYS

- + Why these solutions are more relevant than traditional products
- + Ways to connect with new consumer targets

Jubilecence: Insights to Inspire Innovation

Learn why financial marketing approaches and solutions are often misaligned with the attitudes, beliefs and needs of today’s middle class consumers... and how to be more relevant.

KEY TAKEAWAYS

- + What a fulfilling lifestyle means for today’s middle class consumers
- + Inspiration for new solutions and effective messaging