

EXECUTIVE ADVISORY BOARD



Cynthia Cohen

President
Strategic MindShare Consulting

Strategic Mindshare founder and president, Cynthia R. Cohen, is a prominent business strategist. Considered one of the nation's leading authorities on branding and strategic marketing, her areas of expertise include market positioning, branding, e-commerce and new concept feasibility. She is also known for her groundbreaking research on B-to-B adoption, inner city retailing and the buying habits of ethnic consumers, Generation Y and tweens, the consumer group Ms. Cohen named the "Speeders".

Ms. Cohen's clients range from global Fortune 500 companies to fast track start-ups, and include retailers, consumer product manufacturers, media companies, technology vendors and e-businesses.