

Speech Introduction

Kelly McDonald

Kelly McDonald is a marketing and advertising expert and considered one of the nation's top experts in multicultural marketing and consumer trends.

Her client experience includes brands such as Toyota, State Farm, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams.

Kelly was named #1 on the list of "26 Hot Speakers" by Successful Meetings Magazine.

Advertising Age has twice named her company one of the top ad agencies in the U.S.

She has been featured on CNBC, in Forbes, BusinessWeek, Fast Company, on CNNMoney.com and on Sirius/XM Radio.

She is the author of two books. Her first, "How to Market to People Not Like You", was #7 on the list of Bestselling Business Books of 2011 and her latest book is titled "Crafting the Customer Experience for People Not Like You".

Please welcome Kelly McDonald.