

Known as the Trendmaster, Robyn is a keynote speaker, author, and hired gun visionary for corporate America. She inspires audiences here and abroad with her unique message that simplifies and demystifies the art of trend tracking.



Robyn provides a thought provoking environmental scan of the macro marketplace that takes the listener deep into the hearts and minds of the consumer. Her visual presentations challenge the audience to look at trend 'from the inside out' by focusing their attention on *what's important* instead of just *what's next*.

Robyn Waters has over thirty years experience tracking and translating trends into sales and profit. As Target's former Vice President of Trend, Design, and Product Development, she helped a small regional discount chain become a national fashion destination. Seth Godin calls her "the woman who revolutionized what Target sells, and helped the company trounce Kmart."

Fast Company magazine featured her as one of the top twenty 'Creative Mavericks' in their June '04 Masters of Design issue. She has served as a juror for numerous national design competitions, including the BusinessWeek IDEA Design Awards, the National Design Awards for the Cooper-Hewitt Museum, and the International Housewares Association.

She is the author of *The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next*, a simple and witty A to Z guide to tracking and translating trends into sales

and profit. Her second book, *The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape* explores the contradictory nature of today's consumer. She is also a contributor to *The Big Moo*, a collaboration of 33 of the world's best business thinkers.

Robyn demonstrates a unique ability to inspire and motivate an eclectic audience and client base. Her partial client list includes P&G, Nestle' USA, Hewlett-Packard, Masterfoods USA, Fidelity Investments, Food Marketing Institute, GlobalShop, Retail Ad Conference, Gap, Starbucks, General Mills, GlaxoSmithKline, AAA, Direct Marketing Association, United Nations UNIFEM, American Marketing Association, Starwood Hotels, Microsoft, Plantronics, Bank of Ireland, Color Marketing Group, HOW Design Conference, IDSA (Industrial Design Society of America), and the American Home Furnishings Alliance.

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KUDOS AND CRITIQUES:

Robyn Waters is my hero! My great passions in (professional) life are:

- 1 the premier role of bold design in differentiating products and companies,*
- 2 the underappreciated role of women as consumers and leaders,*
- 3 the necessity in crazy times for all of us to become brand You entrepreneurs, and*
- 4 the abiding role of passion per se in achieving distinction and excellence.*

So, it's simple. I know of no other human being beside Robyn Waters who scores the Perfect 10 on all four of these dimensions.

TOM PETERS

Management Guru,
author of *In Search of Excellence*
and *Re-imagine!*

Water's advice for aspiring trendmasters is both deceptively simple and deeply sublime. Don't be surprised if you find yourself finishing the book in an evening, mulling over the ideas for weeks, and changing how you do business for years to come.

DEV PATNAIK

Jump Associates

Robyn Waters is someone with a keen sense of what is happening in the world, what is likely to happen, and how that will impact what people will buy.

KARL SPEAK

Beyond Marketing Thought
and author of *Be Your Own Brand*

THOUGHT STARTER / KEYNOTE SPEAKER / HIRED GUN VISIONARY