



Robyn Waters

Competition, Perspective, Possibilities
Get a jump on the new trend landscapes

Target's former Vice President of Trend, Design, and Product Development

Biography

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. Energies are revitalized, perspectives reframed, and possibilities re-envisioned.

She is the author of *The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next*, *The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape*, and contributing author (along with Tom Peters, Seth Godin and Malcolm Gladwell,) for *The Big Moo* from Portfolio, a member of Penguin Group (USA).

Robyn 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 International Housewares Association, and the National Design Awards for the Cooper-Hewitt Museum.

Robyn demonstrates a unique ability to inspire and motivate an eclectic audience and client base. Her partial client list includes Procter and Gamble, Masterfoods USA, QVC, Bank of Ireland, Fidelity Investments, Microsoft, Nestle USA, Hewlett Packard, IDSA (Industrial Design Society of America), Georgia Pacific, HOW Design Conference, Sara Lee Branded Apparel, Ocean Pacific, DMA (Direct Marketing Association), Thrivent Financial, The Remodeling Show, NCH Marketing Services, Bord Bia (Irish Food Board), and the AMA (American Marketing Association).