



April Dunford

Globally Recognized Positioning Consultant

April Dunford is a consultant and author who helps companies make complicated products easy for customers to understand and love. She is a globally recognized expert in Positioning, having launched 16 products across her 25-year career running marketing, product and sales teams at a series of successful startups. She is the author of the best-selling book *Obviously Awesome: How to Nail Product Positioning so Customers Get it, Buy it, Love it* www.aprildunford.com