

## Access to Experts



**John Forsyth**

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John Forsyth is currently partner of Forsyth Insights LLC, a consumer insights boutique. He has worked in most industries, though he specializes in consumer goods/electronics, retail, and pharmaceuticals. Forsyth is a thought leader in the consumer insights arena, with a 30-year track record of innovating/shaping research approaches and using them to drive business actions. He has worked with more than 250 organizations globally as an expert advisor to senior executives on how to generate and use deep consumer insights for marketing strategy, branding, new products, segmentation, and pricing.

Before forming his own company, Forsyth was an expert partner at McKinsey & Company, where he built and led the global Marketing Insights & Analytics Practice for more than 20 years. He is a frequent author of articles on consumer insights (McKinsey Quarterly, Forbes, Harvard Business Review online) and an active presenter at industry gatherings (ARF, MSI, ESOMAR). Forsyth has an AB in mathematical economics from Brown University and an MS from the MIT Sloan School of Management.