



Brian Anderson

Former Associate Program Director
The Conference Board

The following is a biography of former employee/consultant.

Brian Anderson is an Associate Program Director at **The Demand Institute®**. In this role, he has worked across a range of research programs. He has co-authored many of The Demand Institute's recent reports, including *Sold in China* and *No More Tiers*, and his research on American Communities appeared in the 2013 report, *A Tale of 2000 Cities*.

Prior to this role, Brian worked as a Specialist Consultant for The Cambridge Group, a division of Nielsen focusing on consumer-driven demand strategy for Fortune 500 companies. He was responsible for developing and executing proprietary intellectual capital to help clients drive profitable growth, with an emphasis on advanced statistical techniques and consumer research.

Before joining The Cambridge Group, Brian was a graduate student at Northwestern University, studying macroeconomics and macro-econometrics. He has a MA in Economics from Northwestern University, and a BS in Economics, with distinction, and a BS in Mathematics from The University of Washington.