

Brynn Winegard

Principal at Winegard & Company

Toronto, ON, CA

Principal at Winegard & Company LLC

Biography

Brynn Winegard is a Canadian professor, consultant, speaker and writer. She completed her MBA and PhD at the Schulich School of Business in the areas of marketing and strategy with a specialization in knowledge creation, knowledge management and marketing strategy. Brynn spent over a decade in corporate marketing working with such companies as Pfizer Inc., Nestle Inc., Bank of Montreal, ScotiaBank, CIBC and Johnson & Johnson Inc.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Advertising/Marketing

Areas of Expertise

New Product Development, Marketing Strategy, Neuromarketing, Neuromanagement

Affiliations

Ted Rogers School of Management, Schulich School of Business

Education

McMaster University

HBSc Biological Psychology

Schulich School of Business

PhD Marketing Strategy

Schulich School of Business

MBA Marketing & Strategy

Accomplishments

Directory of MBA Recruitment
Ryerson - Ted Rogers School of Management

Assistant Professor, Entrepreneurship & Strategy
Ryerson - Ted Rogers School of Management

Assistant Professor of Marketing
Ryerson University

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