



Lynn Dornblaser
Director of Innovation and Insight

Lynn Dornblaser brings more than 30 years of product trend knowledge to her work at Mintel, which she joined in 1998. She applies her unique perspective on the market and new product development to tailored client research and to extensive public speaking.

Prior to joining Mintel, Dornblaser covered new product trends at several trade magazine publishing companies, as editor and editorial director of publication *New Product News*. She has been quoted by major US news organizations, including *The Wall Street Journal*, *USA Today*, *The New York Times*, and CNN. In addition, Dornblaser has also served as keynote lecturer and speaker for numerous industry groups and sales forums.

Dornblaser holds a BS in Journalism from the University of Illinois and has also contributed to a textbook on new product development. She can usually be found in the aisles of a supermarket somewhere in the world.

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