



Wendy Liebmann
Founder, CEO & Chief Shopper
WSL STRATEGIC RETAIL

Her philosophy:
*“If you want to see the future of retail
follow the shopper.”*

Wendy founded WSL, a global consultancy that helps clients anticipate and activate change through innovative shopper-led retail strategies. She is recognized as an innovator of shopper insights. Her goal: “To get executives out of their ivory towers to meet shoppers on the selling floor – be it physical or digital.”

WSL consults to such industries as retail, health, beauty, fashion, food, beverages, home, personal care, entertainment, publishing, and financial services. WSL publishes *How America Shops®*, a highly regarded survey, that since 1990, has tracked shoppers and retail, and successfully predicts where both are headed.

As one of the world’s leading retailers says, “We trust WSL to help us look at our business through a different lens. Their insights help us anticipate the changing competitive environment, where shoppers are headed, and the opportunities that arise. They’ve helped us develop new businesses as a result. And Wendy is never afraid to tell us when we are not being bold enough.”

Wendy has extensive global experience in marketing, retail and research, beginning in her native Australia where she learned to be a passionate shopper. She holds a degree in business and psychology from the University of New South Wales in Sydney. Wendy is noted for her unique combination of Australian earthiness, global retail vision, provocative viewpoint, and inspirational story telling.

Wendy is frequently called upon by media to provide insight into consumers, retail and shopping. She is cited by *The New York Times*, *Washington Post*, *Wall Street Journal*, and *Fortune*, appears on CBS, NBC and ABC, CNN, BBC, and *Bloomberg*. She is a noted speaker, addressing business and educational organizations around the world.

Wendy has been recognized by the National Retail Federation as one of “The Influencers Shaping Retail’s Future”, as a “A Women of Excellence” by the Path to Purchase Institute and “One of the 50 Most Powerful Women in Beauty” by *Women’s Wear Daily/Beauty Inc.*“.

She is a Distinguished Faculty Member of the Path to Purchase Institute, sits on the board of Cosmetic Executive Women, is vice chairperson of the advisory board of the Fashion Institute of Technology’s Master’s degree program in Cosmetics & Fragrance Marketing and Management, and is a board member emeritus of Women In Need, an organization that helps homeless women and children build productive lives.

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