



## **Matthew Quint, Director, Center on Global Brand Leadership Columbia Business School**

Matthew Quint is the Director of Columbia Business School's Center on Global Brand Leadership, which creates, gathers, and shares insights and tools that inspire strategic thinking and decision-making. Matthew has expertise in strategies for marketing in the digital age, emerging technology impacts, and the development of creative and effective brand communications.

Matthew is the producer and host of the Center's acclaimed BRITE Conference series, and the BRITE Ideas podcast, which brings together 300-400 big thinkers in industry and academia to discuss how innovation and technology help organizations to build and maintain strong brands. He has worked with senior executives from leading companies - including Aimia, Coach, Deloitte, Edelman, and SAP -- to conduct research, produce events, and promote knowledge sharing among branding and marketing professionals.

Matthew has been interviewed and cited in dozens of media outlets including NPR's Marketplace, The Washington Post, Bloomberg, LA Times, USA Today, and Forbes. He has written a chapter on measuring purpose in *Perspectives on Purpose* (Routledge, 2019). Matthew has a M.S. in strategic communications from Columbia University and a B.A. in political science and history from Cornell University. He is a board member of New York City Children's Theater and former board member of the American Marketing Association New York.