

Kendra Speed-Sellers

A marketing and strategy leader, Kendra Speed is an expert in guiding executive teams toward disruptive innovation. She is a graduate of South Carolina State University and holds an MBA from Purdue University. She also holds certifications in Project Management and Design Thinking.

Kendra has partnered with corporations such as BET and P&G to deliver ground-breaking insights that sparked the Black Men Love campaign. She also envisioned and delivered the foundational insight in partnership with Unilever that undergird the national CROWN Act.

Kendra has led innovation processes that have ignited over \$2 Billion in product and marketing pipelines for consumer and business brands including Dropbox, Toyota Energy Efficient Platform, Olay (face, hand, and body), and JM Smucker.

In 2016, Kendra led the way with the real estate industry's first ever psychographic segmentation actionable to the block group level. This capability produced the foundational insight leading to the formation of Charlotte based home builder- Fielding Homes and rebranding of national multi-family developer- Novel. Kendra has been featured in top publications, including Ebony, and was recognized as South Carolina State University's 2017 Distinguished Young Alumna.

Kendra is currently Global Director of Consumer Insights at LinkedIn where she leads a team of individuals responsible for LinkedIn Flagship and Premium, Brand, Equity, Trust and Belonging consumer understanding.

She lives in Greenville, SC with her husband, Johnny Sellers, and 6th grade daughter, Kadence.