



**Lynn Dornblaser**  
**Director of Consulting, Intel Custom Solutions**  
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With more than 20 years experience tracking and analyzing new product trends, Lynn Dornblaser brings a unique perspective to Intel Custom Solutions on the consumer marketplace and future new product development. Based in Chicago as director of consulting for Intel Custom Solutions, Dornblaser is responsible for providing trend analysis and new product expert knowledge to clients. She regularly leads product ideation meetings for a variety of consumer packaged goods companies. Dornblaser was also fundamental to the development and growth of Intel's Global New Products Database (GNPD), a database that internationally tracks new product introductions.

She is a well-noted senior analyst in the consumer research industry. Dornblaser provides commentary regularly for major news organizations, including *The Wall Street Journal*, *USA Today*, *The New York Times*, and CNN. She has also been featured in several key trade publications, including *Prepared Foods*. In addition, Dornblaser also has also served as keynote lecturer and speaker for numerous industry groups and sales forums.

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