

MAC
Marketing
Association
of Columbia

**Where do great ideas come from,
and how to get them to your
customer...**

With Jim Best

Jim Best is a founding partner of Pensa, a strategic design consultancy. Jim offers unique insights with his knowledge of design and business. Through examples and case studies Jim will illustrate how design thinking can navigate the pitfalls of leading a user-centered design process. He'll illustrate where meaningful ideas come from and how marketers can play a more effective role in leading innovation initiatives.



Date: Tuesday, November 10th

Time: 12:30-2:00PM

Location: Uris 329

Jim's work has been recognized with awards such as Businessweek / IDEA gold, MD&M Medical Design Excellence award, and the Chicago Athenaeum Good Design award. Jim has a BFA in Industrial Design from Carnegie Mellon University and an MBA in Marketing from Fordham University. Learn more at www.pensanyc.com

Please **RSVP** to Lindsey (LFriedman10@gsb.columbia.edu)

Lunch will be served