

ANN BASTIANELLI

President and CEO, Anthology Consulting

Ann Bastianelli is currently President and CEO of Anthology Consulting, and an expert in interpreting trends in corporate and consumer behavior, determining what is possible, probable, and preferable for marketers and consumers alike.

For 25 years, Ann's distinguished career has included leadership positions in a variety of industries, including college athletics, advertising, marketing, product innovation and personal performance. A member of Who's Who in Marketing, Ann has advised some of the world's most admired organizations and personalities, including Leo Burnett, McDonald's, Kellogg's, Kraft, DowBrands, Franklin-Covey, Indiana University, IKON Office Solutions, Hillenbrand Industries, and basketball coaching legend, Bob Knight. Notably, Ann's marketing legacy includes work on timeless consumer campaigns such as '2 Scoops of Raisins' for Kellogg's Raisin Bran, The talking Parkay Margarine tub, Happy Meals and Ronald McDonald advertising, Ziploc, Saran Wrap, and Dow Bathroom Cleaner's Scrubbing Bubbles.

Beyond her success as a business executive, Ann is also known for her enthusiasm and creative style in the classroom. She is a respected member of the nationally ranked marketing faculty at the Kelley School of Business at Indiana University, where she instructs college students and corporate executives in marketing, promotional strategy, and personal effectiveness.

Ann is a popular motivational speaker nationally, presenting such provocative topics as 'What Matters Most' and 'What Are You Doing Here?' She is a highly sought industry expert and published author on business strategy, marketing and consumer trends, and has been quoted in the *Wall Street Journal*, *Advertising Age*, *Ad Week*, *abcnews.com*, and *Fast Company.com*. Her most recent book, "*What Matters Most: The Heart's Desires in Life and Death*" touches on trends as varied as longevity, experience value, optimal state of mind, trust, self-indulgence, personalized marketing, simplicity, the power of women, spirituality, and storytelling. Ladies and Gentlemen, please welcome Ann Bastianelli.