

SPEAKER INFORMATION

Date: Thursday, November 12, 2020
Event: "COVID-19 and the New Norm" Panel
Time: 2:00 pm – 2:50 pm

Brad Farnsworth

President

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Brad Farnsworth is president of the Farnsworth Group, Inc., a research-based consulting firm serving the information needs of companies in the home improvement, residential building, and commercial construction industries.

His expertise includes category management, store positioning, market segmentation analysis, and hybrid market concept development. Prior to launching the Farnsworth Group, Mr. Farnsworth served as vice president of marketing and director of research for the National Retail Hardware Association (NRHA).