



Kevin Clancy

Chairman

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For over three decades, Kevin Clancy has worked with some of the best known and most loved consumer and B2B brands around the world—Absolute Vodka, AT&T, BMW, ExxonMobil, Hewlett Packard, Johnson & Johnson, Pepsi, Procter & Gamble, The Hartford, and Universal Studios to name a few— to grow organically through better marketing and launching successful new products. He currently serves as chairman of Copernicus, a firm known for developing and launching marketing strategies that change brand trajectories, career paths, even entire companies and sometimes industries.

Kevin gives speeches at major business and industry conferences, contributes articles, quotes and thinking to business and marketing media, and offers counsel to CEOs and CMOs on an on-going basis. His areas of expertise include marketing process improvement, marketing organization, advertising and media strategy, and marketing research.

He is the co-author of seven business books including the best-selling *Marketing Myths That Are Killing Business* and *The Marketing Revolution*, as well as *Counterintuitive Marketing*, the book the American Marketing Foundation named one of the top five books in marketing. His latest book is *Your Gut Is Still Not Smarter Than Your Head*, is a must-read for any marketer looking for breakthrough performance.

[Click Here to Ask Kevin Clancy a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)