



*Nationally-recognized  
expert on consumer  
behavior and retail trends*

## Marshal Cohen

### *Chief Industry Analyst*

Marshal Cohen is chief industry analyst of The NPD Group, Inc. He is a national expert on the retail industry and has followed retail trends for more than 30 years, both at NPD and as the head of leading fashion and apparel companies. Cohen is also one of the foremost authorities on consumer behavior, and author of *Why Customers Do What They Do*. In addition to his duties at NPD, Cohen is a guest professor at North Carolina State University School of Textiles.

Cohen is frequently quoted in print publications like *Fortune*, *The Wall Street Journal*, *The New York Times*, *Time*, and *Women's Wear Daily*. Additionally, he has appeared on "Today," "Good Morning America," and "CBS Sunday Morning," and he is a regular guest on Bloomberg TV and CNBC. He is also a frequent speaker at key industry events such as The Fairchild CEO Summits, The National Retail Federation's (NRF) Annual Convention, and The American Apparel and Footwear Association's (AAFA) Annual Convention.

Cohen also leads many top firms in long-range and strategic planning sessions. He utilizes motivational presentations to help launch corporate goals and kick-off meetings.

**He is available to offer his expert insights and commentary on these and other business questions:**

- What makes consumers tick?
- What are the key areas of growth and opportunity in your industry?
- How are consumers spending their discretionary dollars?
- What can department stores do to get the consumer back?
- What makes a brand successful?

Since joining NPD in 1999, Cohen has held a variety of positions analyzing and interpreting NPD's information for the apparel and footwear industries. His career began in the training program at Bloomingdale's, where he worked his way up to merchandise manager. From there, he became president of WilliWear and subsequently president of Stanley Blacker. He was also founder, owner, and president of Motive Marketing Group.

After receiving his BSBA degree in Marketing and Finance, Cohen was an associate professor of marketing at The American University in Washington, D.C.

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