

WILL GOODHAND – Juicy Evangelist, Brainjuicer.



Will Goodhand is specialist in front end innovation at global PLC BrainJuicer and a frequent speaker at industry conferences. His focus is harnessing the full potential of the Internet and social media to enable faster and better innovation, reinventing both qualitative and quantitative approaches.

Formerly Director at comms specialist Ipsos ASI, Will's brief encompasses new product development (NPD) and communications. Prior to this, Will worked as brand planner at boutique KSBR Brand Futures, specializing in brand positioning and NPD.

A stand-up comedian in his spare time, Will is writing a sitcom about marketing, but is blaming any delay on the fact there is so much material to condense!