

ISBM Fellows and Speakers Summary



DAN ADAMS

ISBM PRACTICE FELLOW - SPEAKER

Founder and President of the AIM Institute

One of the foremost experts in B2B innovation, Dan has trained tens of thousands of global marketing, technical and sales professionals across every conceivable B2B industry. In recent years, Dan Adams and his team have conducted significant original research into the behaviors that drive B2B organic growth. Because he regularly works with the largest B2B firms in the world, he can help your leadership team establish a dependable roadmap to profitable, sustainable organic growth.

He helps firms understand what customers want in a new product, launch their new product explosively and critically, avoid "landmines" that blow up high-stakes projects (de-risking). Dan is author of "New Product Blueprinting: The Handbook for B2B Organic Growth."



JOSH ALBERT

MEMBER

Senior Vice President, Godfrey

Josh brings over a decade of B2B marketing experience, with a focus on industries like manufacturing, building materials, chemicals, and heavy equipment. He's known for turning strategy into action—and results. As a former ANA Business Marketing chapter president and member of the Worldwide Partners Next Gen Council, Josh brings both leadership and fresh perspective to the table. If you're navigating the complexities of industrial marketing, he's someone you'll want to meet.

Godfrey is a full-service B2B agency that knows how to market complex products and services. We work with industrial companies to reach technical audiences, especially when the sales cycle is long and the stakes are high. Whether it's building a stronger brand, entering a new market, launching a product, or creating sales opportunities, we bring clarity and momentum to the challenges that matter most.



KRISTYN CORRIGAN

SPEAKER

Principal, Applied Marketing Science, Inc.

Kristyn leads the AMS's Insights for Innovation practice. With nearly 20 years of consulting experience, she helps B2B and consumer-facing companies use customer insights to develop more successful products, services, and experiences.

Kristyn is a recognized leader in advancing VOC methods, including pioneering the use of AI-powered techniques to uncover customer needs with greater speed, depth, and scale. She specializes in in-depth interviewing, ethnographic research, and helping teams prioritize what matters most to customers to fuel innovation.

She also trains and coaches organizations to build their own in-house VOC capabilities. Kristyn serves on the PDMA Board of Directors and is a frequent speaker at leading industry conferences and podcasts. She has also guest lectured at institutions including MIT Sloan and the University of Chicago Booth School of Business.



COREY CRISWELL

SPEAKER

Chief Leadership Officer, Americas, Adeption

Corey is Chief Leadership Officer, Americas for Adeption, a global leadership development company. She brings 25+ years of experience in leadership development including as a senior faculty member at the Center for Creative Leadership and as Director of Executive Development at Target where she created the approach to develop the organization's top 800 leaders. She has partnered with Fortune 500 clients globally including Salesforce, Workday, and Target to reimagine development of their leaders.



RALPH CUMMINS

ISBM PRACTICE FELLOW

President and Managing Director of EMM Group

Over the past decade, Ralph has mentored and trained thousands of B2B marketers, leading global growth initiatives for GE, DuPont, Pioneer, Axalta, Samsung, Pfizer, and most recently through strategic workshops in collaborations with ISBM.

Ralph began his career in agency management where he developed his passion for brands working on big brands like Kellogg's, Del Monte, Nestle, Pizza Hut, Mattel, and Coca-Cola. A long-time collaborator with ISBM, he frequently lectures at the VCU Brand Center, the University of Richmond, the Darden School of Business at the University of Virginia, Northwestern University and other institutions.

Ralph is a strategic thought leader focused on optimizing go-to-market, brand and experience strategies for growth.



MIN DING

SPEAKER

Bard Professor of Marketing at Smeal College of Business and Affiliate Professor in the College of Information Sciences and Technology at Penn State

Min Ding's current scholarly interests are in three domains: (1) Empathy and Decision Making, (2) Creativity and Innovation (Logical Creative Thinking [LCT]; Innovation in Medicine; Transformative Leaders and Firms), (3) Digital Intelligence (Artificial Intelligence) and Digital Reality (virtual reality, mixed reality); and (4) Human and Societal Development.

His current work in marketing aims to develop tools with substantive value for practitioners, focusing on audio and visual data. He and his (former) students have developed face screening model for print advertising Video-based Automated Recommender for garments, Contour-as-Face method that balances privacy and perception in online settings such as dating sites. Ongoing research projects include voiceprint for brands, voice-based empathetic methods, voice morphing, smart advertisement display system, and methods for understanding the innerworkings of deep learning models.

He is the Editor-in-Chief of Customer Needs and Solutions, and series editor of Perspectives on Sustainable Growth (Springer).



PAUL DREES

SPEAKER

President, Market Edge

Paul partners with category leading B2B companies to achieve profitable growth through Marketing Excellence. Together with his Market Edge colleagues, Paul has developed and delivers Marketing Capability Assessments to measure and benchmark individual knowledge, skills, and tools as well as Client specific Marketing Toolboxes that ensure consistent, practical application of sales and marketing concepts. Market Edge offers a range of Marketing Capability Development Programs from half day Master Classes to Executive MBA programs.

Paul's recent consulting projects and capability development programs include Go-to-Market strategy development for a category leader in automotive components including the selection of target adjacencies as the market evolves to electric vehicles and autonomous driving and Strategic Marketing process and implementation with a global leader in specialty chemicals serving the coatings, plastics, and refining markets.



RAJDEEP GREWAL

ISBM DISTINGUISHED RESEARCH FELLOW - SPEAKER

The Townsend Family Distinguished Professor of Marketing and Area Chair of Marketing, Kenan-Flagler, University of North Carolina – Chapel Hill

Dr. Grewal's recent research explores critical areas such as customer relationship management, consumer search behavior, peer effects, agency theory, rational inattention and customer value strategies. He teaches Customer Value Strategies and Marketing Analytics in online and executive MBA programs, as well as a course on Empirical Economic Models in the PhD program.

His areas of expertise include: Competitive Strategy, Marketing Strategy, Corporate Social Responsibility and Social Networks

Before joining the UNC Kenan-Flagler faculty, Dr. Grewal has taught at several prestigious institutions, including the Pennsylvania State University, Indian School of Business (Hyderabad and Mohali), Washington State University, the Wharton School at the University of Pennsylvania and the University of Cincinnati.

At Penn State, he served as the associate research director for the Institute for the Study of Business Markets (2005-2015). He advanced research at the intersection of business-to-business marketing and strategy, contributing to the development of insights that continue to influence both academic scholarship and industry practices.



GERRY KATZ

ISBM PRACTICE FELLOW

Vice Chairman Emeritus, Applied Marketing Science, Inc.

Gerry Katz is a recognized authority in the fields of marketing, market research and new product development. Gerry pioneered the field now known as Voice of the Customer market research. For many years, Gerry has taught practical, hands-on methods for gathering and using Voice of the Customer (VOC) information to both individuals and teams. He has taught thousands of professionals around the globe about the theory and practice of VOC and other state-of-the-art innovation research methods.

If you are seriously looking to get a more rigorous, in-depth understanding of customer needs regarding your organization's products and services, Gerry can help. He has served dozens of clients across many diverse B2B industries including, industrial products, financial services, medical devices, and many others. His company's most recent work identifying product improvement insights from customer-generated content such as product reviews and customer chat, has opened a new source of innovation ideas for businesses.



MICHAEL KOENKA

SPEAKER

Founder, Lightbeam Insight

Michael Koenka is a recognized leader in AI-driven innovation, technology scouting, and strategic foresight. He is the founder of the world's first frontier innovation agency helping established B2B industrial enterprises identify and capitalize on emerging market opportunities. Michael is also CEO of **GetSparked**, Europe's premier AI community, comprising over 600 leading experts, founders, investors, and executives advancing industrial applications of artificial intelligence.

Michael's clients include global enterprises such as NVIDIA, SHV Global, and HP, who leverage his market intelligence for strategic technology scouting and informed innovation investment decisions. His proprietary, AI-driven methodology analyzes over 2 million patents and research papers to identify emerging high-value technology applications 18–36 months ahead of traditional market indicators. This unique approach translates complex technical insights into actionable strategies, bridging the gap between technical capabilities and commercial implementation.

Throughout his career, Michael has facilitated strategic technology partnerships totaling over \$11.6 billion, collaborating with prominent founders, top-tier accelerators, and leading venture organizations including TechStars, Rockstart, Antler, and Y Combinator.



LAURA PATTERSON

ISBM PRACTICE FELLOW - SPEAKER

Co-Founder VisionEdge Marketing

Laura Patterson is a growth strategy consultant to business leaders. Obsessed with helping companies take a customer-centric, data-to-insights, performance management approach to growth and to making business decisions with more confidence. She is a trusted advisor with global customers within the technology, cybersecurity, financial services, life sciences, and manufacturing industries.

Laura collaborates with firms to accelerate profitable customer-centric growth by mobilizing leading-edge analytics, leveraging proven frameworks and processes, and integrating lessons from best practices. Her clients tap this expertise to foster faster, more confident decisions, organizational alignment, operational excellence and to build critical skills. As a trusted partner with scores of firms since 1999, she works side-by-side in creating and driving strategies that produce results.