

Scott Lachut, President of Research and Strategy, PSFK

Scott serves as PSFK's President of Research and Strategy, where he is tasked with delivering insights to world class brands from a diverse set of industries that include retail, technology, media, and health and wellness. He and his team survey the web each day and talk to thought leaders around the world to identify relevant signals of change in popular and business culture. The research he produces allows him to paint a picture of his clients' future and help them take advantage of emerging opportunities within the marketplace. He regularly speaks to audiences around the world, sharing the thought leadership he and his team produce