

CSCRL FALL FORUM

RISK AS A COMPETITIVE ADVANTAGE: WINNING IN AN UNCERTAIN WORLD
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ABSTRACT

THE HUMAN KNOWLEDGE STUDIO: HOW HUMAN UNDERSTANDING CREATES BETTER BUSINESS PREDICTABILITY

MATTHEW FRAMPTON

SENIOR DIRECTOR OF CONSUMER, SHOPPER, AND CUSTOMER INSIGHT AND ANALYTICS
CRAYOLA

Supply chains are being challenged by shifting consumer expectations, faster innovation cycles, cultural change, and increasingly dynamic marketplaces. While organizations have access to more information than ever before, data alone does not reduce uncertainty. Greater predictability begins with understanding the people and behaviors that ultimately create demand.

This session explores how Crayola transformed its traditional Insights & Analytics function into the Human Knowledge Studio, a connected intelligence system that brings together consumer, shopper, cultural, marketplace, and commercial signals into a single view of human behavior. By moving from fragmented inputs to connected intelligence, from episodic research to continuous listening, and from historical reporting to predictive learning, Crayola is increasing confidence in growth opportunities and new product innovation decisions.

Attendees will learn how stronger human understanding can improve innovation predictability, support better demand planning, reduce decision uncertainty, and strengthen alignment between expected demand and operational execution.

Every supply chain begins with a human decision. The better organizations understand those decisions, the better they can anticipate demand, reduce uncertainty, and plan what comes next.



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