

CSCRL FALL FORUM

RISK AS A COMPETITIVE ADVANTAGE: WINNING IN AN UNCERTAIN WORLD
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SPEAKER BIO

MATTHEW FRAMPTON

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



Matthew Frampton is Senior Director of the Global Human Knowledge Studio at Crayola, where he leads the company's integrated consumer, shopper, category, cultural, and marketplace intelligence function. He is responsible for transforming human and commercial signals into strategic direction that supports growth, innovation, brand strategy, and customer activation.

With experience spanning consumer packaged goods, insights, and marketing transformation, Matthew brings together human understanding, commercial rigor, and storytelling to help leaders recognize what is changing, why it matters, and where new opportunities may emerge. His work focuses on connecting previously fragmented sources of intelligence and embedding human understanding earlier in strategic and innovation decisions.

Matthew is passionate about advancing the role of Insights from research delivery to strategic influence. He is particularly interested in how human-centered storytelling, connected intelligence, and AI-enabled learning can help organizations make faster, more informed decisions while preserving the human judgment required to identify what is meaningful.



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