LESLIE ZANE, CEO, Triggers® Brand Consulting, and Behavioral Marketing Pioneer

Leslie Zane is a pioneering behavioral marketer and CEO of Triggers®, the first behavioral science–based growth strategy firm**.** She partners with CEOs, CMOs, and CGOs to unlock sustained, accelerated growth by harnessing how consumers instinctively think, choose, and form brand preference—through a proprietary, practical, repeatable system that changes which brands consumers choose**.**

Over three decades, Zane has driven more than $25 billion in incremental revenue for leading global brands including McDonald's, PepsiCo, and MetLife. She is known for helping companies retain and strengthen their core business while accelerating conversion of growth targets—enabling expansion without eroding their most valuable customers.

She began her career at Procter & Gamble, Bain & Company, and Johnson & Johnson, where she developed her contrarian view that self-reported consumer data is unreliable and that enduring growth comes from reinforcing instinctive memory structures that drive choice. She founded Triggers® in 1995 to operationalize this approach across industries.

Zane is a graduate of Yale University and Harvard Business School, and a recipient of the Congressional Women of Distinction Award and the Ogilvy Award for excellence in marketing innovation. Her work has been featured in *Harvard Business Review*, *MIT Sloan Management Review*, *Knowledge@Wharton*, and the World Economic Forum.

She is the author of *The Power of Instinct* (Hachette, 2024). Raja Rajamannar, CMO of Mastercard, called it "a masterclass in understanding and leveraging the instinctive mind," and James Citrin of Spencer Stuart called it "a game-changer that will immediately change how you think and act."