For more than 25 years, **Phil Lempert,** an expert analyst on consumer behavior, marketing trends, new products, and the changing retail landscape, has identified and explained impending trends to consumers and some of the most prestigious companies worldwide. Known as The Supermarket Guru® Lempert is a distinguished author and speaker who alerts customers and business leaders to impending corporate and consumer trends, and empowers them to make educated purchasing and marketing decisions.

As one of America's leading consumer trend-watchers and analysts, Phil Lempert is recognized on television, radio and in print. For twenty plus years Phil has served as food trends editor and correspondent for NBC News' *Today* show, reporting on consumer trends and showcasing new products, as well as regular appearances on ABC's *The View*, FOX Business, Dr. Oz, *The Oprah Winfrey Show, 20/20,* CNN, CNBC, FOX, as well as on local television morning and news programs throughout the country. For almost two decades, he hosted the syndicated show *Shopping Smart* on the WOR Radio Network and now co-hosts the weekly *Lost in the Supermarket* podcast on iTunes.

Phil Lempert was one of the pioneers of the new information media, founding SupermarketGuru.com in 1994. The website is now one of the leading food and health resources on the Internet, visited by more than 9 million people each year. SupermarketGuru.com offers thorough food ratings, analyzes trends in food marketing and retail, and features health advice, unique recipes, nutrition analysis, allergy alerts, and many other resources to help consumers understand their food, health, lifestyle and shopping options.

Phil is the founder and editor of *The Lempe...*

Phil Lempert

Speech Topics

Marketing
Branding

Testimonials

We hit a home run yesterday at the Retail on Demand symposium. Thank you for an outstanding effort. Your presentation was right on the money. Your summaries of each speaker's remarks and the way you engaged the audience were brilliant.

- IBM.