



Matthew Quint researches, writes, and shares knowledge on a wide range of issues critical to building a strong brand, including marketing ROI, strategies for marketing in the digital age, the impacts of emerging technology, and how to develop creative and effective brand communications. He is also thrilled to produce the acclaimed [BRITE Conference](#) and [BRITE Ideas](#) podcast which bring together big thinker from industry and academia to discuss how innovation and technology help build and maintain and strong brands.