

NCSU College of Textiles
Executive-in-Residence Program: Textile and Apparel Management Program
Marshal Cohen
Chief Industry Analyst
The NPD Group, Inc.
September 13, 2006

Marshal Cohen is currently the Chief Industry Analyst for The NPD Group, Inc. In addition to overall retail sales, he specializes in apparel, footwear and accessories, focusing on sales, trends, and forecasting. Marshal realigned his internal role as Co-President to a more external role to focus more on the analytics and applications of data to help clients and the industry learn how to use the data to unearth the vast opportunities within the industries that NPD tracks. By utilizing this uniquely combined consumer and point-of-sale tracking service coupled with his vast experience in the market place ranging from Manufacturing, Retailing, and Marketing, Marshal is able to offer unique insights into data application and industry topics. Marshal brings a unique blend of management skills, hands on sales experience, data usage and development, coupled with the ability to present it in such a way that organizations seek his presentations to ignite the audience, large and small.

Marshal has been frequently seen on NBC's Today Show discussing current apparel trends. He has also appeared on ABC's Good Morning America, The CBS Morning News, CNBC and CNN. In addition, Marshal has been extensively quoted on retail and fashion trends in *Fortune Magazine*, *The Wall Street Journal*, *The New York Times*, *Time Magazine*, *Business Week*, *Women's Wear Daily* and many other publications. Marshal speaks frequently to industry associations and conferences amongst the leading CEO's and high level executives within our industry. Additionally, Marshal recently released his first book entitled, "Why Consumers Do What They Do" through Mc-Graw Hill.

Schedule:

September 12

Arrive: Dinner with Dean Blanton Godfrey, College of Textiles faculty, Sally Kay (President, The Hosiery Association)

September 13th

7:00

Breakfast --- Brownstone Holiday Inn

8:30

Arrive: Dean's Office (#3424; Cassill to meet)

8:45 – 9:15

Coffee & informal discussion, with College of Textile (COT) faculty (#3436).

9:35– 10:15

TAM 219 (Fashion Studio; Topic -- Product Attributes: Figure 2.1, Cohen, 2006, p. 34)

10:30 – 11:00

Meet with Textile and Apparel Management (TAM) undergraduate students (#3436)

11:00– 12:15

Textile and Apparel Management graduate student research discussion (Introductory session; #3436). Graduate students to share one-page overview (brief resume with research interests/topic). Note: Box lunch with graduate students and faculty to begin at 11:45.

12:15 – 12:45

Break/set-up for lecture

12:50 – 2:10

Lecture: “*Understanding the Consumer*”, Convocation Center.

2:15 – 3:00

Reception and informal discussion (#3436).

3:30

Depart for RDU airport