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**MARSHA LINDSAY, CEO OF LINDSAY FORESIGHT & STRATAGEM,**

**TO SPEAK AT SXSW 2020.**

NOVEMBER 27, 2019. Two years after launching the insight and corporate training firm called [Lindsay Foresight & Stratagem](https://www.lfands.com/), CEO [Marsha Lindsay](https://www.linkedin.com/in/marsha-lindsay-4985a54/) has been invited to speak at SXSW 2020 which bills itself as the premier global destination on imagining the future.

Lindsay Foresight & Stratagem conducts research on the future, then consults and educates C-Suites, boards and marketers with presentations and workshops on what’s next, and strategically best, for competitive advantage, value creation and effective marketing.

Others who’ve engaged Lindsay since the firm’s 2017 founding include Columbia University’s MBA program, the IPA for London’s Marketing Effectiveness Week, the American Association of Advertising Agencies, theIndie Summit in Beijing, Becker’s Ambulatory Surgery Center Conference (on the future of health care), the Fortune 100 and VC infused start-ups.

Distinguishing the firm is its global think tank of advisors that inform and vet research findings and recommended playbooks. Also differentiating are the research method and teaching skills perfected by Lindsay in the 25 years she used them at Brandworks University®, the acclaimed annual conference produced by Lindsay Stone & Briggs, since renamed LSB. (In 2015 Lindsay turned over management of the firm which, for 38 years prior, she ran as CEO.)

Lindsay Foresight & Stratagem is appropriately headquartered in Madison, Wisconsin, a national hub of innovation and discovery frequently described in the press as “ground level for the next big thing.”

More at [www.LFandS.com](https://www.lfands.com/).