

Building for the Future: A Conversation With Brand Genius Lifetime Achievement Honoree Julia Goldin

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Building responsive marketing is key to continued success. Paired with creative ideas and intuition, navigating unique trends and changes in the industry and our broader culture and society can drive this responsiveness.

Join Adweek as we sit down with Julia Goldin, chief product and marketing officer of The LEGO Group, to highlight her impressive work, expertise and leadership. Goldin discusses how she connects the dots among consumer and cultural trends, creativity and business growth, shaping her role as an influential brand marketing leader.

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