Driving Growth Through Consumer-Centric Strategies With Newell Brands

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In this episode of the Brave Commerce podcast, Kris Malkoski, CEO of learning and development at American manufacturing giant Newell Brands, joins Rachel Tipograph and Sarah Hofstetter to share her approach to driving transformation and growth.

Drawing from her extensive experience as a business leader, Kris explains her four key operating principles for building successful brands. She highlights how Newell Brands is tackling industry challenges by staying consumer-focused and embracing innovation.

From launching standout products like the Sharpie Creative Marker to leveraging insights to meet unmet needs, she details how her team is setting new standards for growth and differentiation.

Whether you’re navigating brand strategy or looking for fresh approaches to innovation, Kris’ insights offer actionable inspiration for excelling in today’s dynamic marketplace.

Key takeaways:

Key Operating Principles: How knowing users, trends, and product differentiation drives growth.

Turning Challenges into Opportunities: How data and innovation can help navigate and capitalize on headwinds.

Consumer-Centric Innovation: How understanding unmet needs and leveraging consumer insights can drive breakthrough product launches.

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