

Access to Experts



Anne Greer

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Anne Greer began working with The Conference Board in 2012. Along with Rita Shor, she directs the annual Innovation Master Class, designed for advanced learned among Fortune 500 executives responsible for leading innovation in their companies. She is program co-director for The Conference Board Innovation Council and Applied Innovation Council. She has moderated more than 20 webcasts and is program director for The Conference Board Council on Market Research.

Based in the Twin Cities of Minnesota, Anne is founder of Greer Enterprises, a brand and innovation strategy and activation firm. Anne's company is built on her experiences as a journalist, process improvement manager, commercialization trainer/coach and brand expert.

Prior to establishing Greer Enterprises, Anne worked for 3M for more than 35 years. She was on the launch teams for two of 3M's most iconic brands: Post-it® Notes and Tegaderm™ wound dressing and played a role in scores of other product launches. In her most recent assignment at 3M, she was the company's chief brand officer, responsible for leading the reinvigoration of the 3M brand and advising business teams worldwide on brand strategy for 3M's major brands. In that role, she led extensive research into the nature and expression of innovation by 3M and other renowned innovators. She also served on the executive committee of The Conference Board Brand Council, where she gained a deep appreciation for the work of The Conference Board.

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Publications by Anne Greer

Key Business Issues

- [Metrics for Innovation Leaders: Using Metrics to Drive Better Outcomes](#)
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