



2024 BUSINESS WORKSHOP SPEAKERS



MARSHAL COHEN
Chief Retail Advisor at Circana

Marshal Cohen is a nationally known expert on consumer behavior and the retail industry. He has followed retail trends for more than 30 years at Circana (formerly The NPD Group) and as the head of leading fashion and apparel manufacturers and major retailers. As part of his work at Circana, Marshal leads many top firms in long-range and strategic planning sessions. He often utilizes motivational presentations to help launch corporate goals and kick-off meetings. Marshal is the author of two books, “Why Customers Do What They Do” (2006) and “Buy Me! How to Get Customers to Choose Your Products and Ignore the Rest” (2010). In addition to his duties at Circana, Marshal is a member of several boards of directors and was appointed to the Cotton Board and American Apparel and Footwear Association (AAFA). His career began in the training program at Bloomingdale’s, where he worked his way up to merchandise manager. From there, he became president of WilliWear and subsequently president of Stanley Blacker. He was also founder, owner, and president of Motive Marketing Group.



SEAN WILLIAMS
Co-Founder of SOLEcial Studies
CommUNITY Academy

Born and raised in Brooklyn. Sean fell in love with sneakers at the age of 13. Thirty-nine years later he has accepted the personal mission of making sure that people of all ages know the potential that exists for them in the athletic footwear business as not only consumers, but as the future professionals in the industry. Sean has taught SOLEcial Studies in partnership with Colleges and Universities around the world. Since 2013, Sean has curated and co-curated Hip-Hop culture, sneaker, and apparel exhibitions that have been seen by over 12 million people all over the world. He has worked with organizations such as the Bata Shoe Museum (Toronto), The Brooklyn Museum, Mana Contemporary (New Jersey), and the Port Authority Bus Terminal (New York City).



TERRENCE FLOYD
President/Founder of We Are Floyd

Born in November of 1977 in Harlem NY, Brooklyn raised. Terrence started We Are Floyd, a Brooklyn-based nonprofit organization dedicated to honoring the life of George Floyd through community service and providing young people hope for the future. Terrence navigates through the issues surrounding social justice and violence in communities, he says “I will talk where my brother can’t talk no more, walk where my brother can’t walk no more and love where my brother can’t love no more.” Since his brother’s tragic death, he has served as a tireless community leader and grassroots organizer, sharing a message of the importance of unity, civil and human rights. Terrence poignantly moves audiences with his brother’s story and inspires younger generations from Elementary Schools to Colleges to make a difference, know their worth, and realize they too have a voice and a purpose that needs to be expressed.