



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

Hospitality Newfoundland and Labrador's 2012 Conference and Trade Show

Speaker Biography

Mike Farrell

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Mike Farrell, Senior Vice President, Research & Strategic Insight, *Conversion Marketing Communications* is one of North America's leading lights on contemporary trends and values studies. An award winning researcher, strategist and original founder of the now legendary youth insight shop – *Youthography*, Mike Farrell is a true thought leader. Mike brings a great deal of experience with a diverse array of clients from all sectors of industry and societies to Conversion where he and his pioneering colleagues help clients navigate the new normal modern media.