



David Morse
President and CEO
New American Dimensions

David Morse is the President and CEO of New American Dimensions, the nation's leading multicultural market research firm. Additionally, he is author of the book *Multicultural Intelligence: Eight Make-Or-Break Rules for Marketing to Race, Ethnicity and Sexual Orientation*. David has advised clients that include Fortune 100 executives, marketers, and key business leaders on strategizing and executing million dollar campaigns. He is uniquely positioned to identify the complex and changing attitudes of hyphenated Americans; he regularly travels the country to personally conduct field research as a focus group moderator.

MONDAY, August 9, 3:00 p.m.
Special Research Session – Concurrent Session 4B
Gaining Multicultural Intelligence – INTERMEDIATE

