

# Innovative Brand & Product Strategy Speaker

Inc. Columnist



As a Brand & Product Strategist for Hazz Design, **Tracy Hazzard** has ghost-designed, sourced and launched **250+ consumer products generating more than \$2 Billion** at e-commerce and mass-market retailers. For over 25 years, she has worked with design-leading brands like Martha Stewart Living and Herman Miller, to **out-design, out-source and out-profit** the competition. Tracy is the co-inventor of 37 patents that have helped her clients get acquired and achieve high asset valuations. In addition to being an Innovation columnist for Inc., she has been featured in Harvard Business Review, Forbes, Wired and CNN Money. Tracy co-hosts the podcasts: **Product Launch Hazzards**, **Feed Your Brand & WTF??!** **3D Printing**: the 3D Start Point for disruptive technology.



## TRACY LEIGH HAZZARD

Ghost Designer & Brand Product Strategist

### Launch By Design: Idea To Big Brand To Sold

In the consumer retail market where 7 out of 10 consumer product launches fail and less than 2% of inventors ever make any money, the odds are stacked against you. But with some **Product Launch Hazzard protection tips and tactics**, you can reduce risk and defy the odds as you go from **Product Idea to Big Brand to Sold**. In this session, you'll learn how to:

- Increase Product Margins & Profitability
- Speed Up Time to Market
- Source Safer & Smarter

*"Tracy is a dynamic, articulate presenter who makes the complex, interwoven worlds of product design and retail strategy accessible and engaging. It's clear she has an unparalleled grasp of what makes a product sell and to whom. On top of the impressive depth of experience that shines through her presentation, her energy makes you feel part of her world and confident in her counsel."*

Amy Ferguson - Communications & Public Relations | Ferguson Freelance

### Brandcasting You: Content + Fans = Profit

Caught on the marketing and revenue roller coaster trying to get your brand seen and heard everywhere at once? The Brandcasting blueprint gets you on the **fast track to qualified buyers & clients** and build a community of **1000s of buying fans** while you effortlessly feed your brand, website, network and social platforms with constant and consistent **original content that actually converts**.

#### Gain Insight Into

- How to accelerate your brand marketing without spending a lot of money or wasting a lot of time on stuff that doesn't work
- A proven strategy & blueprint to get followers to convert into loyal fans & paying clients
- How to generate lots of organic traffic and dominate the front page of Google without doing any SEO

### Disrupting Retail: 3D Printing The Way To Zero Inventory & Last Mile Delivery

We've all heard the hype that "soon" we will 3D print our own products at home on-demand, but will it be a reality? Retailers are struggling to stay profitable in the wake of rapid e-commerce market share gains, show-rooming, rising expenses and a consumer priority on anything innovative- new design, new technology, and new brands. Consumers of all ages, wait until the last minute to shop for tomorrow's events, so why aren't more stores and brands exploring **last mile delivery of products made on-demand**? Shouldn't mass retail be attracted to the tremendous cost savings of a **zero-inventory strategy**? What will it really take for on-demand 3D print to disrupt retail?

*"Tracy is passionate and knowledgeable about her topics and her engagement at the SoCal Maker Convention was especially well attended. As a senior organizer for the SoCal Maker Convention, I look for guest speakers who have a strong following, who speak authoritatively on their area of expertise, and who will provide attendees with an inspirational, informative, and rewarding experience. Tracy brings all these things to the table and more."*

Aaron Berg - Event Manager | SoCalMakerCon

### Prove It FIRST: When Dogs Eat The Dog Food, Buyers Come Barking

When less than 10% of investments ever turn a profit, the odds are stacked against your launch success and potential investors know it. But with some 'Hazzard' protection tips and **Success By Design tactics**, you can **build up market proof fast and cheaply** to overcome risk objections and defy the odds as you go from Idea to Brand to Sold.



100,000+ Listeners/Month

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