

Wilson Standish
Director of Innovation
Hearts & Science

As Director of Innovation for Hearts & Science, Wilson uses his ten years of innovative media and trend forecasting experience to combine technology and consumer insights to help P&G reach consumers in innovative ways that will impact their immediate businesses goals and prepare them for the future. Wilson helps P&G be first to market with never-seen-before media executions and develop marketing innovation road maps.

Before joining Hearts and Science Wilson lead OMD's innovation group Ignition factory creating award winning work for brands such as Walgreens, Gatorade, Porsche, State Farm and more. Wilson was a trend forecaster with CAA's The Intelligence Group producing the Cassandra Report.

Wilson has produced award winning activations in AR, VR, Amazon Alexa, iBeacons and beyond. He has also been featured in publications such as The Wall Street Journal, AdWeek, AdAge, Mashable and more as an innovation and forecasting expert.