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# SPEAKER BIO

## **Dawn E. Norvell** **Global Head, Retail** **Center of Excellence,** **Nielsen**



Dawn is a visionary business leader with a proven track record of success and extensive Retail experience. At NielsenIQ, she is responsible for developing and implementing the global retail strategy across 80 different countries.

Prior to joining NielsenIQ, she spent +10 years at Walmart, honing her general management and marketing skills as a senior merchant in their food and beauty businesses. Dawn has been recognized and celebrated, as evidenced by the awards she's received. Most notable are Walmart's Merchandising Excellence Impact Award and being featured in the Essence Magazine article, "Black Women in Beauty: 15 Beauty Executives Who Are Changing the Industry,". She is also a keynote speaker and panelist at numerous industry events.

Dawn is an Ohio native who currently resides in Bentonville, Arkansas, with her husband, Michael. She earned her BS and MBA from Washington University in St. Louis. Dawn also gives back to her community by serving on the Northwest Arkansas American Heart Association board and as a Delta Sigma Theta Sorority, Incorporated member.