Edwin Wong is Vice President, Research & Insights at Buzzfeed. He leads research efforts to identify key trends in consumer behavior and help advertisers capitalize on these trends to effectively connect with their core audiences. He’s been studying digital consumer behavior for ~20 years. Prior to Buzzfeed, he created the Partner Insights function at Pinterest. Wong also held numerous insight roles at Yahoo for over a decade. Wong has been published in the ANA magazine, Journal of Social Psychology, and WOMMA. He received his BA from Pomona College.

**Program book ver.**

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