



Maya Bourdeau is a consumer researcher who specializes in psychological marketing. As Filene's Innovator in Residence, Maya consults with credit unions on their imaging and branding to help them maximize their consumer-focused messages and spend their marketing dollars more effectively. She was a critical researcher in the Filene study *Does Imagery Matter: Delving into the Mind of Low- to Moderate-Income Savers*.

Previously, Maya was Managing Director at Boston-based Olson Zaltman Associates, an internationally respected research and consulting firm that specializes in techniques that target consumers' implicit thoughts, feelings, and knowledge. By applying interdisciplinary research (from fields as disparate as cognitive neuroscience, sociology, art therapy, and film theory) to marketing goals, Maya created award winning communication strategies and increased market share for a wide variety of Fortune 500 companies, including: .

- Crayola (designing new toys).
- Frito Lay (packaging for Cheetos, Lay's, and Doritos).
- Danone (creating communications).
- The World Bank (developing anti-corruption programs).
- Duracell (identifying "white space" in consumer needs).

Maya graduated with an Honors BA in psychology from Harvard University and received her MBA from Harvard Business School.

She has lived in seven countries (Singapore, South Korea, Japan, Canada, United Kingdom, United States, and France) and speaks three languages (English, French, and Japanese).