

SOLVE SESSIONS

**MOMENTMAXXING:
CLARITY IN THE AGE OF
INFINITE ANSWERS**
NOVEMBER 02–12, 2026

MEET THE GUEST SPEAKERS



JOHANNA FAIGELMAN

Cultural Anthropologist, Founder and
CEO of Human Branding

Johanna Faigelman, Founder and CEO of HumanBranding, has pioneered the application of anthropology in marketing and business for over two decades.

Ms. Faigelman is an experienced marketer with graduate and undergraduate degrees in Cultural Anthropology. Her innate understanding of what drives people's behavior allows her to unearth new and previously untapped insights, which she then translates into game-changing business and brand strategies for hundreds of leading brands worldwide. She is an internationally recognized speaker at industry conferences and media events and has published several articles on a broad range of issues facing consumers today.

Ms. Faigelman is part of the EY Winning Women Class of 2025, and the recipient of the 2026 Enterprising Women of the Year Award.