



Kristen Peterson is a Senior Partner at New & Improved, LLC.

She brings a big dose of passion, energy & infectious can-do mentality to her work as an Innovation Catalyst as well as 20 years of hands on experience for global clients such as Beam Suntory, BMO Bank of Montreal, Creative Education Foundation, Clorox, Conagra Foods, Disney Parks, Kellogg, Maritz, Michigan State, Nestlé, Ontario College of Art & Design

University, PepsiCo, Pzifer, RBC Royal Bank, Roswell Park, Rogers Wireless, Starbucks, Walt Disney Imagineering.

She is the former Director of the Creative Problem Solving Institute and a founder of Mindcamp. She holds an MSc in Creativity and Change Leadership from the International Center for Studies in Creativity at the State University of New York at Buffalo. Her relevant certifications and training include Myers-Briggs Type Indicator (MBTI), FourSight, Creative Problem Solving, Design Thinking, ThinkX Productive Thinking, and Stormz. For fun and to stretch her brain Kristen completed the Improvisation Program at the Second City, Toronto.

"The relentless energy and drive that Kristen brings to every engagement are contagious and motivate and inspire us to explore, stretch and get to new."

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