



LENORE SCANLON

Lenore Scanlon founded Fuld + Company's financial services practice, which serves clients in banking, cards & payments, asset management, brokerage, insurance, and a wide range of B2B service industries. Lenore and her team have supported clients with competitive insights and analysis needed to launch new products, overhaul existing products, create differentiated value propositions, enter new markets, devise long-term strategy, anticipate industry shifts, improve internal processes, identify M&A/alliance partners, and win more business.

EXPERTISE

Prior to joining Fuld + Company in 1991, Lenore completed a comprehensive management training program at First American Bank (now Wells Fargo), where she spent several years as a commercial lending officer. She was also a consultant to the International Executive Service Corps (IESC), where she conducted market research/export development studies on behalf of businesses in developing countries. Before that, she was a legal assistant at Dewey Ballantine, supporting major U.S. anti-dumping cases in the lumber and cement industries.

EDUCATION

Lenore graduated cum laude from Georgetown University in 1986, with a B.S. in French and a minor in Russian. She is past president of the Boston chapter of the Strategic & Competitive Intelligence Professionals and has spoken at numerous conferences, including LIMRA, SIR, Society of Competitive Intelligence Professionals, The Strategic Pension Research Network, Society of Insurance Research, The Marketing Partner Forum, and the Society of Strategic Planners and Marketers.