

## Lincoln Davis

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### Education

Bachelor of Arts, Economics, Macalester College, St. Paul, MN.

### Professional Experience

Founder, Fifty Gazelles LLC, Minneapolis, MN (2012-present)– We work with teams to address innovation challenges, identify new product opportunities, and introduce brands to external partners. We rewrite traditional assumptions about innovation, capacity, infrastructure, financial hurdles, and other constraints. In the process, we:

- Map new opportunity areas
- Identify actionable & commercially viable concepts
- Reduce the time and risk of launching new products

Co-Founder of Good Works, an initiative that leverages Fortune 500 marketing talent to advance the effectiveness of community non-profit organizations.

Director of External Partner Development, General Mills, Inc. (2005-2012)  
General Manager GMI Direct Marketing, General Mills, Inc. (1994-2005)

