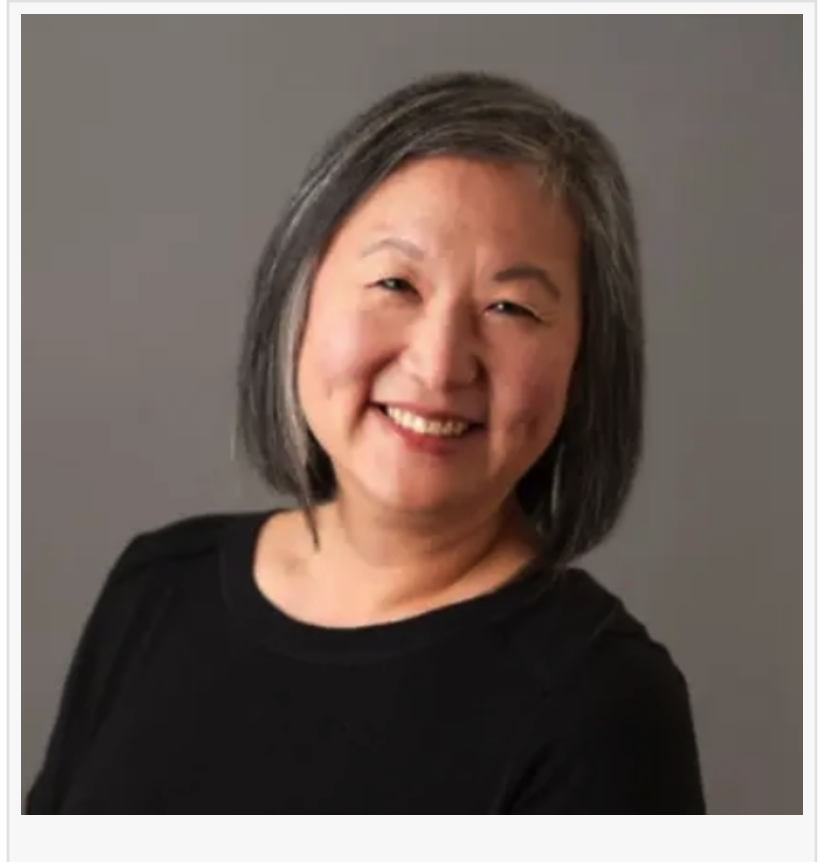


Influential Women Showcases Terri Lee: Driving Consumer Strategy And Innovation Through Curiosity And Collaboration

ROCHESTER, NY, UNITED STATES, October 7, 2026 /EINPresswire.com/ -- A Strategic Design-Led Consulting Leader, Terri Lee Helps Organizations Transform Consumer Insights Into Innovation, Growth, and Sustainable Business Results

Rochester, New York – Terri Lee is a consumer strategy and innovation executive, business consultant, and organizational leader with nearly two decades of experience helping organizations transform consumer insights into successful products, scalable innovation processes, and sustainable business growth. As Principal of Strategic Design-Led Consulting at THL Growth Lab, she works with consumer-focused



companies to strengthen collaboration, develop structured innovation systems, and connect customer understanding with commercial execution.

Driven by a lifelong curiosity and passion for understanding human behavior, Terri's journey into innovation began at an early age as a natural tinkerer who enjoyed taking things apart to understand how they worked and finding simpler, more effective solutions to everyday challenges. That inquisitive mindset became the foundation of a career focused on solving complex business problems through consumer-centered innovation.

Her diverse professional background spans consumer products, kitchenware, children's museums, exhibit and toy design, food service and café management, packaging, experiential marketing, pop-up retail, and consumer packaged goods across multiple categories. Her experience includes pet care, health and wellness, home goods, water filtration, and functional

beverages, giving her a broad perspective on consumer behavior, product development, and business strategy.

Throughout her career, Terri has built a reputation for bridging consumer insight, innovation strategy, and commercial execution. She has held executive leadership roles overseeing innovation, brand strategy, product development, and consumer insights for global consumer brands. In these positions, she has led portfolios of 26 brands and cross-functional organizations of more than 250 professionals.

Her leadership has also involved directing more than 120 new product development initiatives annually while implementing strategic commercialization and stage-gate governance processes. Through this work, she has helped organizations achieve significant business outcomes, including scaling revenue from \$53 million to \$180 million, improving contribution margins by 30 percent, reducing cost of goods sold by more than 20 percent, increasing e-commerce conversion rates, securing multiple utility patents, and implementing artificial intelligence-enabled workflows that dramatically improved operational efficiency.

These experiences have reinforced Terri's belief that successful innovation requires more than creative ideas. It depends on connecting consumer understanding with disciplined processes, collaboration, and effective execution. Her ability to translate consumer insights into practical business strategies has consistently supported faster innovation and measurable commercial results.

Today, through THL Growth Lab, Terri partners with consumer-focused companies to strengthen collaboration across marketing, sales, product development, research and development, operations, and executive leadership. She helps organizations break down functional silos by designing cross-functional innovation teams, implementing structured stage-gate systems, and building scalable innovation frameworks that enable faster decision-making and more successful product launches.

For Terri, collaboration is closely connected to innovation. She believes bringing people together around shared goals fosters collaboration, innovation, and lasting impact. Her approach emphasizes trust, curiosity, open communication, and a deep understanding of customer needs, while encouraging organizations to create environments where diverse perspectives can contribute to meaningful outcomes.

Terri also views adaptability and continuous learning as essential qualities for professionals and organizations navigating a rapidly changing business environment. According to her perspective, one of the greatest challenges organizations face today is breaking down internal silos that hinder collaboration and slow innovation. As emerging technologies such as artificial intelligence reshape the way businesses operate, she believes organizations must adapt quickly while ensuring these tools are implemented strategically and remain focused on delivering value to customers.

At the same time, Terri sees significant opportunities for companies that embrace cross-functional collaboration, foster open communication, and cultivate a culture of continuous learning. She believes organizations that thoughtfully integrate AI into their workflows while empowering diverse teams to work toward shared goals can drive innovation, improve efficiency, and pursue sustainable long-term growth.

Her own approach to professional development has been shaped by a deep sense of curiosity, adaptability, and a commitment to continuous learning. Terri has embraced new ideas throughout her career and remained open to change, viewing challenges and setbacks as opportunities for growth. She also credits leaders and colleagues who challenged her thinking and helped her recognize her strengths with influencing her development as a leader.

One of the most transformative lessons she received involved reframing her communication style. Rather than simply asking questions, she learned to confidently articulate what she needs, what she wants, and what she believes. This shift strengthened her confidence, enhanced her leadership presence, and enabled her to communicate with greater clarity, purpose, and impact.

Terri extends this perspective to young women entering the industry. She encourages them to embrace opportunities with confidence and not be afraid to take calculated risks. She views setbacks as valuable learning experiences that can foster resilience and growth. She also encourages young professionals to remain curious by asking thoughtful questions, listening actively, and continuously expanding their knowledge in their areas of expertise as well as in leadership skills such as communication, relationship building, problem-solving, and conflict resolution.

Above all, Terri emphasizes authenticity and staying true to personal values. For her, genuine leadership is built on integrity and self-confidence. Collaboration, curiosity, integrity, innovation, continuous improvement, and lifelong learning guide both her professional and personal life.

In addition to her consulting practice, Terri has served as an adjunct design instructor at several respected universities, mentoring emerging creative professionals while remaining actively engaged in thought leadership, innovation, and organizational transformation. Her educational background includes a Bachelor of Arts in Industrial Design from the University of Washington, studies in Industrial Design and Art History at the University of Washington in Rome, Italy, and a Bachelor of Arts in Philosophy, Environment and Human Values from Trinity College-Hartford.

With a career shaped by curiosity, creative problem-solving, strategic leadership, and a commitment to collaboration, Terri continues to help organizations approach innovation with greater clarity, agility, and customer focus. Through THL Growth Lab, she remains dedicated to creating stronger connections between people, ideas, and business opportunities while supporting organizations in developing the capabilities needed for continuous innovation and

meaningful growth.

Learn More about Terri Lee:

Through her Influential Women profile: <https://influentialwomen.com/connect/terri-lee>

Influential Women

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