



Kelsey Robinson

Associate Principal
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Kelsey Robinson is a leader in McKinsey's Marketing and Sales and Retail practices, with extensive experience in CRM (customer relationship management), consumer insights, digital marketing strategy and analytics, and retail growth strategy. She has over seven years of experience in B2C marketing, serving high tech,

retail, telecom, travel, and media clients.

She was a lead partner on McKinsey's research, *Diversity in Tech*, on minority girls in STEM (science, technology, education, and math) education. Kelsey and her team worked with Facebook for several months to research and understand ways to boost the talent pipeline of young people of color and women in tech. The team researched the attitudes of parents and children to careers in programming and then curated an online platform to provide the information and resources they need.

She holds an M.B.A. from Harvard Business School and a B.S. in Management Science from the Massachusetts Institute of Technology