

**BIO SPEAKER:**

MARIA DUBUC

**Maria Dubuc is President of MBD, a global packaging and design agency.** With 30+ years of experience in retail and brand development, she turns brand vision into bold, scalable packaging that drives clarity, consistency, and performance at shelf worldwide.



**COUNTRY: USA**

**ABSTRACT:**

In this keynote, Maria Dubuc takes a deep dive into the role of brand and package design in shaping successful private labels worldwide. Drawing on fresh global insights, she examines how design clarity, visual hierarchy, and strong brand systems drive recognition and performance at shelf. Through inspiring examples across retail channels, Maria reveals how thoughtful, well-executed packaging is helping both national and private brands win in today's competitive marketplace.