

**Wendy Bendoni**  
**Chair, Fashion Marketing**  
**Internship Director-Fashion Marketing and Marketing**  
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**Biography**

Wendy K. Bendoni is an Assistant Professor and the chair of the Fashion Marketing department in the School of Business at Woodbury University. She is also an established International retail forecaster and marketer for the past two decades and has been featured in Forbes, WWD and Huffington Post as a fashion industry expert in the area of trends analysis. She has the expertise to project local as well of global trends in the lifestyle market and has produced over 300 trend and consumer reports. Clients ranging from Topshop, WWD MAGIC, Nordstrom, Selfridges, Carl Benz Academy (Mercedes Benz, China), BCBG, Levi's, C & A, Target, Honda, Stila Cosmetics, FN PLATFORM, The Gap, Victoria Secrets and Guess.

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