Melissa R. Bastos  
Director, Corporate Strategy & Insights  
Cotton Incorporated

Melissa Bastos serves as the Director, Corporate Strategy & Insights in the Consumer Marketing Division of Cotton Incorporated. In her role, Melissa is responsible for directing the development of corporate performance measures, corporate strategy, and strategic research including global consumer attitudinal and behavioral studies as well as product assessments, such as the Cotton Incorporated Lifestyle Monitor™ and Retail Monitor™ research, which are conducted in the US, Asia, Europe, and Latin America. For more than 20 years, Melissa has researched, analyzed, and presented consumer and retail behaviors in nearly 20 countries.