

# **WDDA** Window & Door Dealer Day



**Grant Farnsworth**  
**Director of Business Strategy**  
**The Farnsworth Group**

For over 15 years, Grant has managed qualitative and quantitative research projects for a variety of building product manufacturing, retail and industry organizations. He is also involved with the company's business development efforts to continue their focused research market position established 30 years ago.

Grant continues to gain industry knowledge through efforts with organizations like NKBA as well as through client work with companies like MASCO and The Home Depot. He often presents to insights team, executives, and at industry events including: Harvard's Joint Center, OPEI, Home Improvement Research Institute and the NAHB. Grant continues to work with colleagues across the country by helping them define scope of research and the role it can play in their strategic objectives.

As a long-time drummer, Grant still practices music. His creativity is an often-utilized resource in the company and with clients.