



# Ken Segall

Simplicity Expert and Best Selling Author



## CSA CELEBRITY SPEAKERS

Ken Segall is a creative Director with a highly successful career in technology marketing, branding, product naming and strategy. He worked closely with Steve Jobs for over 12 years spanning NeXT and Apple. He started the i-frenzy by naming iMac and helped develop Apple's famous Think Different campaign.

**"One of the most admired creative executives in the marketing industry"**

### In detail

Ken is uniquely qualified to point out the stark contrasts between the practices of Apple and other iconic technology companies. He also spent time as agency global Creative Director at Dell, IBM, Intel, BMW and Next Computer. His latest effort was the Ellen DeGeneres campaign for JCPenney that debuted at the Oscars. He consults usually about branding and naming and keeps a watchful eye on technology and marketing, offering insights based on his many years in charge of advertising for some of the most successful technology companies in the world. His message on the power of simplicity has struck a chord across a wide range of industries in America, Europe and Asia Pacific, opening eyes to the benefits of simplicity that are available to all.

### What he offers you

In his presentations, Ken gives advice to leaders wishing to leverage the power of simplicity. For his new book, Ken has worked with forty leaders in a wide range of industries and companies size and maturity including automobile and technology, and he shares his insights which not only illuminate the thinking of people who have reaped the benefits of simplicity, but to help his audience develop a road map to a simpler business.

### How he presents

His powerful message makes Ken Segall a sought-after speaker at renowned conferences around the globe.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Publications

#### 2017

Think Simple: How Smart Leaders Defeat Complexity

#### 2012

Insanely Simple: The Obsession That Drives Apple's Success

### Topics

Business Strategy

Think Simple: How Smart Leaders Defeat Complexity

Insanely Simple: The Obsession That Drives Apple's Success

Digital and Online Business

Branding and Technology Marketing

Innovative Marketing Strategies