



## Ken Segall

Creative Consultant, Former Apple Ad Guy



### 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 leading voices on creativity, innovation and branding"**

#### 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 and iconic technology companies in the world.

#### What he offers you

In his presentations Ken gives interesting insights into what became one of the world's biggest brands. He recounts a mix of Apple insights and interesting stories about working with Steve Jobs and helps companies wishing to leverage the power of simplicity.

#### How he presents

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

#### Topics

Business Strategy  
Creative Thinking  
Insanely Simple: The Obsession That Drives Apple's Success  
Digital and Online Business  
Branding and Technology Marketing  
Innovative Marketing Strategies

#### 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

##### 2012

Insanely Simple: The Obsession That Drives Apple's Success