



# Martin Lindstrom

Change Agent, Brand Futurist & Bestselling Author



## CSA CELEBRITY SPEAKERS

Martin Lindstrom is one of the world's premier brand building experts, advising Fortune 100 brands on how to build future-proof brands. He has carved out a niche as a global expert and pioneer in the fields of consumer psychology, brand marketing, and neuro-scientific research.

**A modern-day Sherlock Holmes - "An original and inquisitive mind" TIM**

### In detail

Martin was world-wide Chief Operating Officer for BTLookSmart. He is founder and CEO of ZIVO, Australia/Asia's largest Internet solution company, and co-founder of BBDO Interactive Europe - later renamed Framfab - Europe's largest Internet solution company. He is a New York Times and Wall St Journal bestselling author of 7 ground-breaking books on branding. He is the anchor and producer of NBC's popular TV show Main Street Makeover on TODAY, a columnist for Fast Company and TIME, and is featured in the Wall Street Journal, Newsweek, The Economist, New York Times, Bloomberg BusinessWeek, The Washington Post, USA Today, and numerous publications and television channels worldwide.

### What he offers you

Martin Lindstrom is a visionary and an educator in the rapidly growing field of on and off-line branding, he unveils how to use emerging techniques for building strong, international brands. He has developed an unorthodox way of doing what every company says it wants to do: understand its consumers' deepest desires and turn them into breakthrough products, brands or retail experiences.

### How he presents

Martin's speeches are more shows than lectures, packed with visuals, sounds and amazing videos. He appears in the audience as well as on stage, making his style highly engaged, fun, and truly interactive.

### Languages

He presents in English and Danish.

### 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, fax or e-mail us.



Video

## Publications

### 2016

Small Data: The Tiny Clues That Uncover Huge Trends

### 2011

Brandwashed

### 2008

Buyology - Truth and Lies About Why We Buy

### 2005

BRANDsense

### 2003

BRANDchild

### 2001

Clicks, Bricks and Brands

## Topics

- Big Data
- Branding
- Business Growth/Strategy/Trends
- Consumer Trends
- Corporate Culture
- Creativity
- Information Technology
- Innovation
- Marketing
- Media and Journalism



Martin was very professional and gave an excellent performance. Expectations were high, but he exceeded them - Exhibition Organisers

