

# Bruce Turkel

## Acclaimed Branding Strategist and Author

CSA CELEBRITY SPEAKERS

Bruce Turkel is the Founder of Turkel Brands, a global brand management firm that has been creating and working with valuable brands for over 30 years. Bruce has worked with Hasbro, Nike, American Express, Charles Schwab, Citicorp, Discovery Networks and Bacardi, to name just a few.

**"A renowned expert on branding and marketing**

## In detail

Bruce's firm is built on the belief that marketing should be well-designed, simple, and should make a client's products and services more valuable. Using this straightforward checklist, he has worked with hundreds of clients, written thousands of headlines, and designed even more print ads, television spots, websites, and campaigns. Bruce's book, the best-selling 'All About Them', was chosen as one of Forbes' top ten business books of the year. He appears regularly on FOX Business and has been on CNN, ABC, CBS, and NPR. Bruce has been featured in The New York Times, Fast Company, Communication Arts, and AdWeek. His branding work has been honoured by the Art Directors' Club of New York, Clio and the One Show to name just a few.

## What he offers you

Bruce travels the world helping leaders and companies thrive in the brave new world of increased consumer expectations and choice. He helps his clients and audiences uncover creative solutions and messaging strategies that can futureproof their brands in a world of constant disruptive upheaval.

## How he presents

A captivating and entertaining speaker, Bruce tells stories, draws pictures, plays music, and uses his other interactive talents and techniques to motivate his clients and audiences to step away from ordinary solutions and dig deep.

## Topics

- All About Them
- Marketing
- Brand Identity
- Building your Brand Value
- You Don´t Need Social Media. You Need a Strategy
- Leadership

## 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/she could bring to your event.

## How to book him?

Simply phone or e-mail us.

## Publications

**2016**

All about Them: Grow Your Business by Focusing on Others

**2011**

The Mouth of the South

**2006**

Building Brand Value: Seven Simple Steps to Profitable Communications

**2000**

New Design: Miam

**1999**

Brain Darts: The Advertising Design of Turkel Schwartz