



# Prof. Scott Galloway

Founder & Chairman of L2 Inc, Professor of Marketing



## CSA CELEBRITY SPEAKERS

Scott Galloway is Founder and Chairman of L2 Inc, a business intelligence firm that benchmarks digital performance of consumer brands. He is also a Clinical Professor at the NYU Stern School of Business where he teaches Brand Strategy and Digital Marketing. He was elected to the World Economic Forum's 'Global Leaders of Tomorrow'.

**"One of the world's 50 best Business School Professors"**

### Im Einzelnen

Scott is also the founder of Firebrand Partners, a firm that has invested more than \$1 billion in U.S. consumer and media companies; Red Envelope, an internet-based consumer gift retailer (2007 revenues: \$100 million); and Prophet, a brand strategy consultancy that employs 400 professionals across the United States, Europe and Asia. He advises several New York-based tech start-ups and has served on the boards of directors of Eddie Bauer (Nasdaq: EBHI), The New York Times Company (NYSE: NYT), Gateway Computer, and UC Berkeley's Haas School of Business.

### Seine Vorträge

Professor Galloway has an inspiring agenda on thought leadership, next-level growth strategies, and the latest eCommerce insights, as well as unique networking and collaboration opportunities.

### Sein Vortragsstil

Scott's high content tailored presentations are always well received. The Professor is an innovative leader, branding mastermind, and renowned global public speaker.

### Sprachen

He presents in English.

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### Publikationen

#### 2017

The Four: The Hidden DNA of Amazon, Apple, Facebook and Google

### Themen

The Hidden DNA of the Tech Giants  
Winners & Losers in a Digital Age  
How to Be a Winning Brand  
The Next \$300 Billion Company