



**Dr. Peter Littmann**  
Chairman and CEO of Brandinsider



## CSA CELEBRITY SPEAKERS

Dr Peter Littmann is Chairman and CEO of Brandinsider GmbH, a strategic brand-consulting firm in Germany. From 1997 until 1999, he was Chairman and CEO of Wünsche AG, which at that time were holding brands like Joop! and Cinque. From 1993 to 1997, he was Chairman and CEO of Hugo Boss AG, a global men's fashion design company. He is also currently Professor of Marketing at the University of Witten/Herdecke, Germany.

**"One of Germany's leading marketing and branding specialists"**

### In detail

Previously Dr Littmann spent 12 years with Vorwerk & Co., holding various positions, including Member of the Executive Board, General Partner and President. From 1978 to 1981 he was Executive Director at Rosenthal AG, Germany's finest China producers. Prior to that, he served as President of the Carpet Division at Girmes Ltd.

### What he offers you

Dr Littmann offers audiences fascinating insights into what it takes to become a global brand leader. He talks in great detail about market opportunities, how innovation and creativity can drive brand recognition and how lifestyle factors affect brand perception world-wide.

### How he presents

Dr Littmann's high content innovative and engaging presentations clearly show audiences how to link strategy with innovation to create the winning formula necessary to develop markets world-wide.

### Topics

Marketing, Market Development, Branding  
Internet, eCommerce  
Lifestyle, Culture and Design as Marketing Factors  
Innovation and Creativity

### Languages

He presents in German and 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, fax or e-mail us.

### Publications

#### 2000

Oszillodox -Virtualisierung-die permanente Neuerfindung der Organisation (The permanent invention of the organisation)

#### 1997

Neuer Pakt des Geldes-Von der Kunstförderung zur Partnerschaft(The new money pact - from endowment for the Arts to partnership)

Vom Ein-zum Dreiteiler- Globalisierung in der Textilindustrie(Globalisation of the textile industry)

#### 1990

Freiwillig in die persönliche Haftung - ein Anachronismus (zu Nachfolgeprozessen in Familienbetrieben)(Volunteering for personal liability - an anachronism)