



Wally Olins

World Authority on Brand Development and Identity



CSA CELEBRITY SPEAKERS

Wally Olins is a co-founder of Wolff Olins and was Chairman of the company until 1997 and he is Chairman of Saffron Brand Consultants. He has advised many of the world's leading organisations on identity, branding, communication and related matters. He has also worked with a number of countries on branding issues. He has acted as advisor to major strategic consultancies. He is currently Visiting Fellow at Said Business School in Oxford, and Visiting Professor at Lancaster University and Copenhagen Business School.

"Identity Guru"

In detail

He was responsible for the branding programme of Øresund, the first region between the nations Denmark, Copenhagen and Sweden's Malmö. One of his main areas of interest is the big ideas behind organisations, mergers and acquisitions, and he has a particular interest in and experience of the branding of regions and nations.

What he offers you

Wally Olins is one of the world's most experienced practitioners of corporate identity and branding. Drawing upon his considerable experience he expertly shows organisations around the world how to develop their corporate culture and global identity.

How he presents

In his speeches Wally Olins takes an enlightening and practical approach to the need to manage identity, and focuses on the methods and the benefits to global organisations.

Topics

- Corporate Identity and Mergers
- How to Communicate Internally & Externally
- Developing a Corporate Culture
- Developing a Global Identity
- The European Global Company
- Coherence, Personality and Positioning

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, fax or e-mail us.



[watch video](#)

Publications

2008

The Brand Handbook

2003

Wally Olins on Brand (2003)

2001

The Corporate Identity Audit

2000

Trading Identities: Why Countries and Companies Are Taking on Each Others' Roles

1996

The New Guide to Identity

1995

International Corporate Identity

1989

Corporate Identity