



Martin Lindstrom

Leading Expert on Business, Brand, & Culture Transformation



CSA Celebrity Speakers Ltd

Martin Lindstrom is recognized as one of the world's leading business, branding, and culture transformation experts. His cutting-edge research in behavioural psychology and his New York Times bestselling books are reshaping how organizations approach innovation, culture, and business transformation.

"Data doesn't create meaning - we do."

In detail

Martin is one of the foremost business minds of our day. TIME magazine named him one of the world's 100 most influential people, and for the last six years, Thinkers50 has listed him among the world's top business thinkers. His remarkable case studies are based on his extensive work for a Who's Who of companies. Lindstrom's numerous New York Times bestselling books. His latest title, 'Small Data', describes the tiny clues that uncover big trends and explores how deep consumer insight can make or break an organization. Martin is a co-producer and the host of NBC's popular Mainstreet Makeover, an op-ed columnist for the New York Times, and a frequent contributor to Fast Company.

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. In his popular presentations, Martin shares what it takes to transform commodity-driven organizations into thriving entrepreneurial businesses.

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.

Topics

- Business Transformation
- Culture Building
- Branding and Marketing
- Innovation and Change Management
- Behavioural Psychology

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 or e-mail us.



watch 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



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

