



Markus Kramer

Expert @ Powering Brands & Honorary Senior Visiting Fellow
at the faculty of Management Science, Cass Business
School, London



CSA Celebrity Speakers Ltd

Markus Kramer is Honorary Senior Visiting Fellow at the faculty of Management Science, Cass Business School, London and specialises in helping brands and businesses grow stronger. He advises Boards, Executives and Operational Teams as well as Private Equity and Growth Funds on all aspects of strategic positioning, growth through active brand management, marketing, communication and retail development. Markus sits on the European Board of the Chief Marketing Officer (CMO) Council and is a member of the steering committee of UK's CIM (Chartered Institute of Marketing) Marketing Confidence Index.

"Engage for Insight, Stimulation & Learning"

In detail

Markus has helped Aston Martin and Harley-Davidson build, scale and deliver their fascinating brands to more people in more places around the world. Other work includes many years of brand-, marketing- and retail development at numerous other marques, including private equity backed luxury mobile phone maker VERTU, covering the entire spectrum from mass to premium to luxury; and vertically from insights to strategy to execution and measurement. Markus is Swiss at heart, an architect by training and holds degrees in Marketing & Brand Management, International Project Management from the University of California in Berkeley (USA) and an MBA from the SAID Business School at the University of Oxford (UK).

What he offers you

A passionate business and brand builder, Markus is a recognised thought leader in the fast paced world of cutting edge marketing and an expert both within the automotive and luxury goods industry. He speaks regularly at prestigious business schools and conferences on what we can learn from the epitome of branding (Luxury) and the transformational power of brand in the context of strategy, change, leadership, innovation and growth.

How he presents

Markus delivers an engaging and conversational style that combines cutting-edge insights with a blend of latest multimedia technology and hands-on workshop tools. He is able to both inform and inspire, and can connect with audiences of all levels and functions.

Languages

He presents in English, German and French.

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.

Topics

What Can We Learn From Luxury

What Is Purpose and How Can We Define It?

Why Strategic and Operational Alignment is Critical to Success

Put Your Seatbelt On! How the Automotive Sector is Setting the Pace for the Banking World