

Christian Majgaard

Marketing Expert & Former Director of LEGO

Fons Trompenaars in his book '21 Leaders for the 21st Century' names Christian "as the man who recaptured the true mission of LEGO".

Christian Majgaard was LEGO's strategic brand and innovation wizard and global top executive in the 80's and 90's where he stood behind the creation of the LEGOLAND theme parks, Mindstorms robots, the Harry Potter and StarWars licenses and many other marketing successes.

TOPICS:

- Creativity
- Branding and Strategy
- Marketing and Positioning
- The LEGO® Story

LANGUAGES:

He presents in English and Danish.

PUBLICATIONS:

2001 13 Hints for Tomorrow's Brand Builders

IN DETAIL:

Christian Majgaard was creative genius and senior director at LEGO until 2000, responsible for their global brand, product and campaign development of their core business (toys) as well as their Theme Park and Media divisions. He left LEGO in 2000 in order to consult and inspire other international companies on their strategy, marketing, innovation and branding and has worked with a number of corporations including Heineken, Rabo Bank, Swiss Re, Motorola, Disneyland and many others, while still keeping close ties to LEGO's owner. Before joining LEGO, Christian was senior management consultant with PA Consulting®.

WHAT HE OFFERS YOU:

Christian challenges the business world's conventional thinking within strategy, branding, marketing and business innovation through his well researched keynote presentations and his consulting.

HOW HE PRESENTS:

Christian's presentations are the perfect blend of useful actionable information and real life case studies, delivered in an innovative and creative way. He is acknowledged for turning deep thought into clear messages, compelling examples and great humour.