



Ken Segall

Creative Consultant, Former Apple Ad Guy

"One of the leading voices on creativity, innovation and branding"

Ken Segall is a creative director with a highly successful career in technology marketing, branding, product naming and strategy. He worked closely with Steve Jobs for over 12 years spanning NeXT and Apple. He started the i-frenzy by naming iMac and helped develop Apple's famous *Think Different* campaign.

TOPICS:

- o Business Strategy
- o Creative Thinking
- o Insanely Simple: The Obsession That Drives Apple's Success
- o Digital and Online Business
- o Branding and Technology Marketing
- o Innovative Marketing Strategies

LANGUAGES:

He presents in English.

PUBLICATIONS:

2012 Insanely Simple: The Obsession That Drives Apple's Success

IN DETAIL:

Ken is uniquely qualified to point out the stark contrasts between the practices of Apple and other iconic technology companies. He also spent time as agency global Creative Director at Dell, IBM, Intel, BMW and Next Computer. His latest effort was the Ellen DeGeneres campaign for JCPenney that debuted at the Oscars. He consults usually about branding and naming and keeps a watchful eye on technology and marketing – offering insights based on his many years in charge of advertising for some of the most successful and iconic technology companies in the world.

WHAT HE OFFERS YOU:

In his presentations Ken gives interesting insights into what became one of the world's biggest brands. He recounts a mix of Apple insights and interesting stories about working with Steve Jobs and helps companies wishing to leverage the power of simplicity.

HOW HE PRESENTS:

His powerful message makes Ken Segall a sought-after speaker at renowned conferences around the globe.