



Martin Lindstrom

Leading Expert on Business, Brand, & Culture Transformation

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



Martin Lindstrom is recognised 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 organisations approach innovation, culture, and business transformation.

TOPICS:

- Navigating in an Ever-Changing Consumer Landscape
- Creating a Next-Gen Customer Journey Experience
- What It Takes to Get a True Foothole in Web 3.0
- Building a Brand for the 2030s
- How to Keep your Company in Start-up Mode
- The Disruptor's Agenda – Unleashing the Innovators
- Why the Next Big Thing will Be all about Small Data
- Leadership, Innovation & Human Motivation
- Rethink Consumers = Rethink Businesses

LANGUAGES:

He presents in English and Danish.

PUBLICATIONS:

- 2021** The Ministry of Common Sense
- 2016** Small Data: The Tiny Clues That Uncover Huge Trends
- 2011** Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy

- 2008 Buyology - Truth and Lies About Why We Buy
- 2005 BRAND sense: Sensory Secrets Behind the Stuff We Buy
- 2003 BrandChild: Remarkable Insights into the Minds of Today's Global Kids and Their Relationship with Brands
- 2001 Clicks, Bricks and Brands

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. His books have been translated into 48 languages and have sold more than a million copies worldwide. Martin has delivered keynote addresses to Google, the World Business Forum, KraftHeinz, Disney, Amazon, LEGO, and the World Economic Forum. He 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:

In his presentations, Martin shares what it takes to transform commodity-driven organisations into thriving entrepreneurial businesses. He introduces a ready-to-use framework, suggests simple and memorable metaphors, and merges it all into a captivating narrative. What makes his presentation unique is that it's hands-on, based on his personal experience designing, implementing, and monitoring some of the world's most successful customer journeys.

HOW HE PRESENTS:

Martin's speeches are more shows than lectures, packed with visuals, sounds and amazing videos. He is highly engaged, fun, and truly interactive.