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# CHRISTIAN MAJGAARD

**LONDON  
SPEAKER  
BUREAU**

- **Head of Global Brand & Business Development at Lego**



Christian Majgaard is Director of his own consultancy helping international companies develop and implement strategies for customer focused growth.

He was formerly the 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 was recognised by Fons Trompenaars, the culture expert, in his book 21 Leaders for the 21st Century as the man who recaptured the true mission of LEGO.

His previous positions include:-

1991-1997: Head of Global New Business Development, LEGO

1986-1990: Head of EU Marketing, LEGO

1980-1986: Head of Global Business "Children's Institutions", LEGO

He has maintained close relations to LEGO and their CEO is Chairman of his consultancy business. During his period as a member of the LEGO Global Senior Management Team, annual turnover rose from \$1 bn to twice that figure.

He created, opened and operated LEGOLAND Windsor, LEGOLAND California and created a Research and Development alliance with MIT in Massachusetts

Christian is a renowned speaker at conferences throughout the world on Creativity, Branding and Strategy.

## Topics

- Branding
- Innovation
- Marketing