MARTIN LINDSTROM

Leading Expert on Business, Brand, and Culture Transformation. Time 100 and Thinkers50 laureate

LONDON SPEAKER BUREAU

Topics

- Branding
- Innovation
- Marketing

Martin Lindstrom his recognized as one of the world's leading business, branding, and culture transformation experts. His cutting-edge research in behavioral psychology and his New York Times-bestselling books are reshaping how organizations approach innovation, culture, and business transformation.

Martin Lindstrom 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. In his popular presentations, Lindstrom shares (among many other topics) what it takes to transform commodity-driven organizations into thriving entrepreneurial businesses.

Lindstrom's numerous New York Times-bestselling books include Buyology and Brand Sense. His latest title, Small Data, describes the tiny clues that uncover big trends and explores how deep consumer insight can make or break an organization. His books have been translated into 48 languages and have sold more than a million copies worldwide. He has delivered keynote addresses to Google, the World Business Forum, KraftHeinz, Disney, Amazon, LEGO, and the World Economic Forum. Martin Lindstrom 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.