
Thomas Gad



Thomas Gad is an experienced and inspirational branding authority, with more than 20 years' experience. He has worked on brand development, communication and advertising for some of the best-known companies in the world, including, Nokia, Scandinavian Airlines, Procter & Gamble, Compaq and Microsoft.

Thomas Gad has developed a unique 4-dimensional method of creating, transforming and maintaining brands and published this in the bestselling book *4-D Branding*, with a foreword by Sir Richard Branson (Financial Times/Prentice Hall, London 2001). His book is translated into nine languages, including Russian and Cantonese. Several business leaders have also hired him as a coach.

Managing Brand Me - how to build your personal brand (Pearson-Momentum, London 2002), he wrote with his partner Anette Rosencreutz.

He has contributed with a chapter titled "Leadership Branding" in "Beyond branding" published in October 2003 by Kogan Page, London.

He is developing this theme writing a new book about branding for leaders: how to use the brand as a management tool. Thomas Gad founded Brandflight in 1997.