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# THOMAS GAD

- Brand strategist and advisor

**LONDON  
SPEAKER  
BUREAU**

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## Topics

- Branding
- Innovation
- Innovators
- Marketing

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.