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Arnd Zschiesche is Co-Founder and managing director of the Büro für Markenentwicklung in Hamburg which has analysed 77 brands since 2006 and given strategic advice to 126 brands, from small start-ups to well established international brands. He studied Brand-Sociology, Psychology, Politics and Communication at the Universities of Hamburg and Waikato (New Zealand). His research focus is on positive prejudices about countries and their economic impact on global companies.

The author of 15 books on brand leadership and critical perspectives on our society is continuously present in the German-speaking media (among others 'ARD Brand Check') and often called Germany's number one brand expert. In all of his appearances as keynote speaker he has been fighting for an objective and appropriate handling of the subject brand and is well-known for his statements against the rampant advertising madness. Since 2011 Zschiesche is lecturer for Brand Sociology and Brand Management at the University of Lucerne and regularly holds lectures at the University of Hamburg. For his own Eco-Design-start-up-brand wooden-radio, based in Java (Indonesia) he received several awards. His talk topic is: Radical Focus! Achieving Brand power through compression.