



**Medinge Group Member Name**

Thomas Gad

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**Preferred contact information**

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**Bio**

Swedish born Thomas Gad has worked on brand development, communication and advertising for some of the best known companies in the world, including Nokia ( creating the famous slogan “Connecting People”), SAS, Procter & Gamble, Compaq, Microsoft, Telia, SEB, and Nordea and also for BMW, BMCSoftware, Rational Software. He was international creative director at Grey Advertising for 17 years.

He now has his own branding consultancy – *Brandflight* - with offices in Stockholm and London. His clients include companies like BrainHeart Capital, Stockholm City Council, Kista Science City, Carnegie Mellon University - Software Engineering Institute, Cerealia, Swedish Farmers Association and Johnson & Johnson - Ethicon.

**Selected publications**

Thomas Gad developed a unique 4-dimensional method of creating, transforming and maintaining brands, published in the bestselling book *4-D Branding*, with a forward by Sir Richard Branson (Financial Times/ Prentice Hall, London 2001). This book is translated into many languages, including Russian and Cantonese.

*Managing Brand Me* (Pearson-Momentum, London 2002) is a practical handbook on how to work out and communicate all four dimensions of your personal brand, a book co-authored with his partner Anette Rosencreutz. Knowing what you stand for is essential in order to work out your differentiation and your issue in life, and make them a driver for your business. The book is translated in many languages, including Russian and Cantonese.

In *Beyond Branding* (Kogan Page, London 2003), Thomas developed concepts of leadership branding and how to find the synergies between your personal brand and your business.

**Will travel for speaking engagement?** Yes

**Areas of specialization for expert sourcing**

Personal Branding

Leadership

**Speech topics/presentations**

I like the 1.5 – 2 hr format.

**Different for profit**

How personal branding can make a profitable difference in your life and career”

**Branding for Profit & Conscience**

How to make your brand successfully take on an issue”

**Playing the Branding Matrix**

How to invest wisely in your brand and to make its life longer”

**Relationship Branding**

The retro way to renew your brand