



**Medinge Group Member Name**

Sicco van Gelder

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Amsterdam, The Netherlands

**Preferred contact information**

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**Bio**

Sicco van Gelder is an Amsterdam-based international brand consultant, and the author of the definitive text, "Global Brand Strategy." His career has focused broadly-based brand strategy solutions for B2B, B2C and NGOs. Three years ago he co-founded PlaceBrands, an innovative consultancy devoted to unlocking the potential of geographic brands.

**Selected publications**

*Global Brand Strategy*; Unlocking Brand Potential Across Countries, Cultures and Markets (Kogan Page 2003)

*Beyond Branding*, chapter 'Branding for Good?' with Simon Anholt, Nicholas Ind (ed) (Kogan Page 2003)

**Will travel for speaking engagement? Yes**

**Areas of specialization for expert sourcing**

Brand Strategy

Global Branding

Global Marketing

International Marketing Research

Place Branding

**Speech topics/presentations**

**Global Brand Strategy**

When a brand stretches across countries, it is imperative to understand the forces that affect it in various markets. These forces are both internal and external to the brand's organization and determine whether and to what extent a brand can be standardized across markets or adapted to suit local circumstances. Using the Global Brand Proposition Model as a framework, Sicco takes the audience into a fascinating discussion on how to strategize for and effectively manage a global brand to create value for its various stakeholders.

**Place Branding: Cities, Regions and Nations**

As globalization intensifies, cities, regions and nations find themselves competing with other places for attention, talent, investment, visitors, events and influence. A powerful brand provides places with a necessary sustainable competitive advantage. Sicco discusses the main issues of branding for places, such as putting together brand partnerships of stakeholders, developing a shared vision and a common purpose for your place, public consultation, strategising for a place brand, developing activities that demonstrate the place brand, and embedding the brand of the place.

**The New Branding Imperatives of Strategy, Creativity and Leadership**

The combination of strategy, creativity and leadership will determine the competitive strength of brands, whether they are product, service, corporate or place brands. Strategy (business, brand and marketing) determine the direction of a brand. However, strategy is nothing without creativity in its formulation, implementation and execution. Strategy and creativity are worthless without the leadership that ensures that things get done and that the brand creates value for its various stakeholders. Sicco discusses these three imperatives and the power of the interaction between them.