



Speakers Bureau



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Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing
Connecting brand visions to business performance
Visual interpretations of brand strategies
Principles of spirituality and branding
Fashion industry branding

Speech topics/presentations

Branding to youth: the forces at work

Marketing to Generation Y requires more than everyday sales savvy: corporate social responsibility is at the core. This speech, first delivered in 2003 and based on research of a small sample, looks at today's young consumers and how to get past their cynicism.

The business of branding

Branding is at the crossroads again. Every decade, someone says branding will become more caring, but what's really changed? Some of the best branding techniques have, in fact, not even been used by groups dedicated to good—so what are they, and can they be adopted?

Trends in fashion branding

Fashion has an image of being a self-absorbed clique. In a lot of cases, that is true. What can fashion labels do to reverse this and which have begun making the change?