

Martin Lindstrom Bio

Change Agent. Brand Futurist. Best-selling Author. Martin Lindstrom is one of the world's premier (and toughest) brand building experts – advising Fortune 100 brands from the Coca-Cola Company to Nestlé to Red Bull on how to build future-proof brands. Lindstrom is a past recipient of TIME Magazine's "Worlds 100 Most Influential People".

He is a New York Times and Wall Street Journal best-selling author of six groundbreaking books on branding, including **Buyology: The Truth and Lies About Why We Buy, BRANDsense and Brandwashed.**

Buyology was voted "pick of the year" by USA Today, and appeared on the Top 10 bestseller lists in the US and worldwide, including including the New York Times and the Wall Street Journal. His book **BRANDsense was acclaimed by the Wall Street Journal as "...one of the five best marketing books ever published."**

His latest book (St. Martin's Press, New York): **SMALL DATA – The Tiny Clues That Uncover Huge Trends,** is out February 2016.

Martin Lindstrom has carved out a niche as a global expert and pioneer in the fields of consumer psychology, marketing, brands, and neuro-scientific research.

He has developed an unorthodox way of doing what every company says it wants to do: understand its consumers' deepest desires and turn them into breakthrough products, brands or retail experiences.

In 2015, Thinkers50 ranked Martin number 18 amongst the world's most influential management thinkers.

He is the anchor and producer of NBC's popular TV show; 'Main Street Makeover' on TODAY; a columnist for Fast Company and TIME Magazine – and continues to feature in the Wall Street Journal, Newsweek, The Economist, New York Times, Bloomberg Businessweek, The Washington Post, USA Today, and numerous publications and television channels worldwide.

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