

## Things You Didn't Know about Martin:

First kid in the world to win a green LEGO Brick, 1978.

Began working for LEGO when he was 12 years old.

Made a bed entirely out of LEGOs when he was 11, and slept in it every night.

Raised (partly) on a boat – his parents enjoyed sailing and took him on their adventures across a large portion of the globe.

Has lived or visited more than 2,200 private homes in some 77 countries over the past decade, spanning from Siberia to Island, Venezuela, Nigeria, Colombia and Monaco.

Was selected as Marketer of the Decade by the Asian Counsel of Marketers in 2012.

Has written more than 1,000 articles on branding – published in more than 100 countries.

He has presented to more than 7 million people on branding across 60 countries.

Travels more than 1 million miles a year.

[MartinLindstrom.com](http://MartinLindstrom.com)

