



Martin Lindstrom

MARTIN LINDSTROM is one of *TIME* Magazine's "World's 100 Most Influential People", he ranks #18 among the world's top business thinkers according to Thinkers50 and since 2013 and over three consecutive years 30,000 marketers has selected Martin as the world's #1 branding expert.

Lindstrom is the author of seven bestselling books including his latest New York Times, Wall Street Journal and USA Today bestsellers: *Small Data - The Tiny Clues That Uncover Huge Trends* (St. Martins) and *Buyology – Truth and Lies About Why We Buy* (Crown).

Lindstrom is a trusted brand-and-innovation advisor to numerous Fortune 500 companies, including Majid Al Futtaim, LEGO, PepsiCo, Red Bull, Estee Lauder Companies, Nestlé, The Walt Disney Company, Swiss Post, SWISS International Air Lines, Burger King, Carrefour and GlaxoSmithKline. Over the years he's 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, services or retail experiences. He is by Forbes recognized as one of the world's leading brand experts, having pioneered the introduction of brands on the Internet (1994), the principals of Clicks & Mortar (1997), drawing parallels between religion and how brands are to be built in the future (2000), using our five senses in branding (2004), introducing neuroscience in advertising and branding (2007), exploring the next generation of word-of-mouth communication (2011) and just recently introduced the term "Small Data" (2016) representing the counter balance to Big Data. Due to his groundbreaking work, Lindstrom often features in the *Wall Street Journal*, the *New York Times*, *Bloomberg BusinessWeek*, the *Washington Post*, *USA Today*, *The Economist*, *Harvard Business Review*, *The Independent*, *The Guardian*, and *Der Spiegel*. He regularly appears on ABC, CNN, CBS, FOX, and the BBC.

Small Data was voted one of the top business books of 2016 by Fortune, INC magazine and Forbes a must read and awarded the #1 Business book of 2017 by Business + Strategy. *Buyology* was voted "pick of the year" by USA Today, and it appeared on ten of the Top 10 bestseller lists in the U.S. and worldwide. His book *BRAND sense* was acclaimed by the Wall Street Journal as "...one of the five best marketing books ever published." His six books on branding have been translated into more than 50 languages and published in more than 70 countries worldwide.

Lindstrom is a regular contributor to Fast Company, *TIME* Magazine, and NBC's TODAY Show with his popular "Main Street Makeover" TV series.

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