

About Martin Lindstrom



Martin Lindstrom is the founder and chairman of Lindstrom Company, a global branding & culture transformation firm, operating across five continents and more than 30 countries. **TIME Magazine** has named Lindstrom one of the “World’s 100 Most Influential People,” and for three years running, Thinkers50, has selected Lindstrom to be among the world’s top 50 business thinkers. Among the companies he advises are Burger King, Lowes, Boar’s Head, Beverly Hills Hotels, Pepsi, Nestle and Google. Lindstrom is the author of seven books including several **New York Times** bestsellers that have been translated into 60 languages. **The Wall-Street Journal** praised his book **Brand Sense** as “one of the five best marketing books ever published,” and his book **Small Data** as “revolutionary,” and TIME called his book **Buyology** “a breakthrough in branding.”

Lindstrom has appeared in media including The New York Times, NPR’s “All Things Considered” and Marketplace, and on NBC’s TODAY show more than twenty times as well as in Morgan Spurlock’s movie The Greatest Movie Ever Sold and on America’s Next Top Model.

He has delivered keynote addresses to Google, Kraft Heinz, Disney, Amazon, LEGO, Unilever, Hallmark, Adobe, Mattel and the World Economic Forum.