



Nicholas Ind

Founding Partner
Equilibrium Consulting
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Nicholas is a popular speaker and presenter who brings the subject of branding to life with interesting research and stories.

He is *'en av Europas främsta Varumärkesexperter'* (one of Europe's foremost branding experts) and as the Journal of Brand Management described him 'a heavyweight'. CEO magazine also pinpointed Nicholas as a business guru of the future and among the heirs to Michael Porter.

Topics:

- Building Effective Brands
- Living the Brand
- Creativity and Innovation

Biography

Before Equilibrium Consulting, Nicholas worked at FutureBrand in Oslo and Icon Medialab in Stockholm. Prior to his move to Scandinavia, Nicholas was a partner in a UK branding consultancy and Director of a design group. Nicholas's clients have included The Economist, Telenor, GrameenPhone, PSD, StepStone, Mexx, Greenpeace International, Philips and ABN AMRO.

Nicholas is the author of eight books including *The Corporate Image* (1990) - selected as a business book of the year; *Terence Conran - The Authorised Biography* (1995); *The Corporate Brand* (1997), *Living the Brand* (2001), *Inspiration* (2004) and *Branding Governance* (2007). He is also the editor of *Beyond Branding* (2003). He has published an extensive number of academic articles in international journals.

Nicholas is a former Director of the Design Business Association, a member of the advisory board of Corporate Reputation Review, the editorial board of the Journal of Brand Management and an Industrial Fellow at Kingston University. He teaches on branding and communication at Erasmus University Rotterdam, Stockholm University, Stockholm School of Economics and BI Oslo.

Nicholas has a degree in English and History, an MBA from Strathclyde Graduate Business School

Para más información | For more information

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