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BERND SCHMITT

Expert on Customer Experience Branding

Bernd Schmitt is widely recognized for his major contribution to branding through his unique focus on customer experience.

He is the Robert D. Calkins Professor of International Business at Columbia Business School in New York, where he also directs the Center on Global Brand Leadership.

Schmitt has authored or co-authored six books which have been translated into 16 languages. In his acclaimed "Experiential Marketing" he provides a framework for an

integrated marketing approach that moves beyond the functional features and benefits of a brand. His book "Customer Experience Management" provides a five-step process for connecting with the customer at every touchpoint.

Schmitt is a frequent keynote speaker at conferences worldwide; his frameworks and tools are used by companies worldwide to gain competitive advantage through delivering a great customer experience. Schmitt's clients include leading companies in the consumer package goods, automobile, electronics, software, financial services, pharmaceuticals, beauty and cosmetics, hospitality, and media industries.

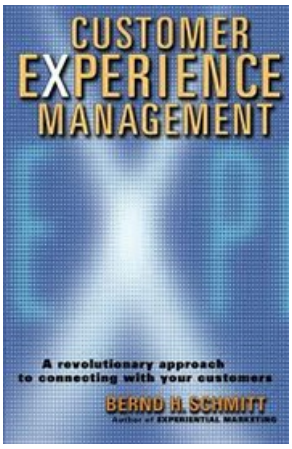
Schmitt has authored or co-authored more than 50 articles in leading business and academic journals, as well as business media publications including the New York Times, the Asian Wall Street Journal, and the Financial Times. He has been profiled on CNN's Business Unusual and has appeared on BBC, CNBC, CNBC-Asia, CNN, NHK and on The Daily Show with Jon Stewart.

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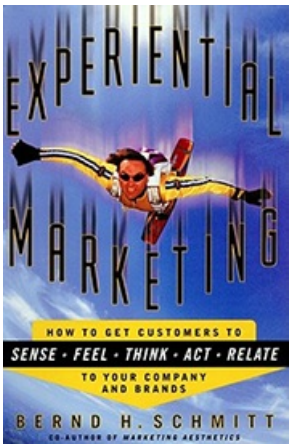
- Customer Experience
- Marketing and Branding

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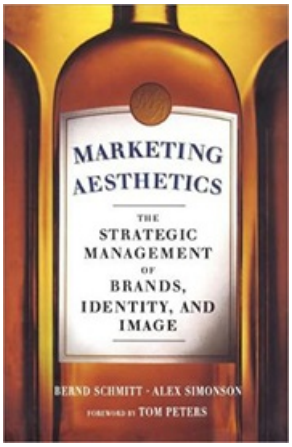
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CUSTOMER EXPERIENCE MANAGEMENT



EXPERIENTIAL MARKETING



MARKETING AESTHETICS