



Martin Lindstrom

Martin Lindstrom is one of the world's leading experts on branding, culture and business transformation. A renowned thinker, author and keynote speaker, he helps organisations eliminate complexity, understand customers more deeply, and build resilient, human-centred businesses that thrive in an era of disruption.

KEY TOPICS

- The Ministry of Common Sense: Eliminating Corporate Nonsense
- Small Data: Unlocking Big Insights from Tiny Clues
- Building Brands with Purpose and Relevance
- Culture Transformation for Growth and Innovation

BIOGRAPHY

Introduction

Martin Lindstrom is a world-renowned business thinker, branding expert and culture transformation strategist. Named by TIME Magazine as one of the "World's 100 Most Influential People" and consistently ranked in the Thinkers50 list of top global management minds, he is celebrated for his unconventional approach to unlocking customer insight, dismantling bureaucracy, and driving growth through commonsense business transformation.

Professional Background & Credentials

With more than 25 years of experience advising global brands, Martin has worked with leading companies including Google, Microsoft, Disney, Amazon, LEGO, Kraft Heinz, Nestlé, Coca-Cola and Maersk. He pioneered the field of neuromarketing with a groundbreaking US \$7 million fMRI study that explored how brands influence subconscious decision-making, reshaping modern marketing practice. Martin is also the champion of "small data", the tiny behavioural clues that reveal hidden consumer desires and can transform entire business models. His practical frameworks and thought-provoking strategies have enabled organisations across industries to anticipate customer needs, create iconic brands, and embed purpose into corporate culture.

Speaking Style & Audience Value

Martin is an energetic, entertaining and highly visual speaker. His keynotes blend storytelling, live case studies, humour, data and multimedia to challenge audiences while delivering actionable insights. Whether addressing thousands at the World Business Forum or working with leadership teams in private sessions, he inspires executives to cut through red tape, think differently and lead transformation with clarity and confidence.

Awards & Recognition

- Named in TIME Magazine's "100 Most Influential People" list
- Ranked in Thinkers50 Top 20 Business Thinkers globally
- Recognised by The Wall Street Journal for Brand Sense as one of the five best marketing books ever published

- Small Data acclaimed as “revolutionary” and Buyology as “a breakthrough in communication”

Books & Publications

Martin Lindstrom has authored eight best-sellers, including:

- The Ministry of Common Sense
- Small Data
- Brandwashed
- Buyology
- Brand Sense

His books have been translated into over 60 languages and sold 4.5 million copies worldwide. He is also a frequent contributor to The New York Times, Fast Company and other leading publications. [Contact us now](#) for more information on how Martin can help your organisation transform its culture, build stronger brands, and unlock growth through commonsense business strategies.

WHAT PEOPLE SAY

“Martin is a dynamic speaker who brings home the reality of how people really think and what’s important to them.”

— Toshiba

“An exceptional intellect and entertainer. Martin both inspired me & made me uncomfortable about the role of marketing.”

— Hallmark

“He has a lively, fun and slightly irreverent approach that keeps the interest going with his audiences.”

— General Mills