

WE ARE A GLOBAL STRATEGY FIRM

Helping companies address their toughest challenges in driving growth.

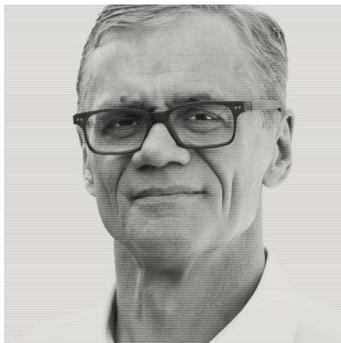
ABOUT US

As a global leader in brand consulting and growth strategies, Vivaldi unlocks innovation and growth opportunities for brands and businesses in a digitally connected world. The firm is comprised of **Vivaldi Partners**, a strategic consultancy; **Vivaldi Analytics**, a research firm; **Vivaldi Fifth Season**, a design and digital brand-building agency, and **Vivaldi Edge**, its organizational development company.

At Vivaldi, we invest a significant amount of time in developing new insights about consumers and customers, in understanding markets and industries, and in advancing management practices and thought leadership in strategy, innovation, and marketing. Vivaldi is continuously interviewed and quoted by the world's leading media. We love to contribute to conversations at the intersection of brand, strategy, and business.

If you have any questions or special requests, please contact us at media@vivaldigroup.com

ABOUT OUR FOUNDER & CEO, DR. ERICH JOACHIMSTHALER



After a career of 15 years in academics and extensive professional work experience in several large multinational companies, Erich Joachimsthaler founded Vivaldi Group in 1999. A published thought leader, Erich works closely with executives at many of the world's leading companies.

An accomplished expert in strategy, brand management, and innovation, Erich is the author of several books on brand strategy and the strategic role of marketing in building businesses, as well as over 50 articles and case studies in leading academic and business journals, including Harvard Business Review and Sloan Management Review.

Sample of previous speaking engagements:

- *TEDx London Business School: "Love is Not Enough!"*
- *Digital Darwinism Summit: "Customer Relationships in the Age of Digital Darwinism"*

EXPERTISE

Branding & Marketing

Data & Analytics

Design & Experience

Growth & Digital

Innovation

Organization & Culture