



DR. ERICH JOACHIMSTHALER

Dr. Erich Joachimsthaler is a rare combination of consultant, entrepreneur, academic, researcher, and recognized author.

He is the Founder and CEO of Vivaldi, an independent strategy, brand, and innovation marketing consulting firm headquartered in New York City. Since founding Vivaldi in 1999, Dr. Joachimsthaler has worked with thousands of companies to build strong brands, identify innovation and growth opportunities, and fully realize them in today's digital age. Today, Vivaldi has ten offices around the world, and brings together experts and capabilities from four distinct businesses: Vivaldi Partners for strategic consulting; Vivaldi Fifth Season for brand-building; Vivaldi Edge for organizational development; and Vivaldi Analytics for market research. Erich's particular focus is on developing new marketing strategies applied to industries facing disruptive transformation from rapidly changing customer expectations.

Since 1995, Dr. Joachimsthaler has also served as a Visiting Adjunct Professor of Business Administration at IESE. He first joined IESE as full-time professor in 1989 after completing his Post-Doctoral Fellowship work at Harvard Business School. Prior to his work at Vivaldi, Dr. Joachimsthaler has held academic faculty positions at the University of Southern California, Institutos Estudios Superiores de la Empresa (IESE) in Barcelona, and The Darden School at the University of Virginia. He has also lectured as the guest of a number of business schools: University of Munich, University of Cologne, Harvard Business School, Dartmouth, INSEAD, Yale, Columbia University, University of California at Berkeley, University of Michigan, IMD, London Business School, University of Toronto, Duke University, Stockholm University, and Helsinki Institute of Technology.

Throughout his career, Dr. Joachimsthaler has published over 100 articles in highly respected academic journals and authored best-selling, award-winning books in the field of brand strategy and marketing. Together with David A. Aaker, he wrote some of the most seminal articles on brand architecture and strategy in the *Harvard Business Review* and the *California Management Review*. Their book, ***Brand Leadership***, was first published by The Free Press in 2000 and republished in 2009 by Pocket Books London. Describing the new leadership paradigm of building strong brands, it has since been translated into 14 languages for audiences around the world. His next book, ***Hidden in Plain Sight: How to Find and Execute Your Company's Next Growth Strategy***, took on innovation and growth practices from a consumer-centric perspective and has also been translated in 10 languages.

Dr. Joachimsthaler has received many awards of distinctions for his work, writing, and research. He won a best dissertation award for his pioneering work on solving the mathematically difficult challenge known as the classification problem using Lp-norm estimation. In 2008, he won the American Marketing Association-Berry Best Marketing Book of the year award for *Hidden in Plain Sight*. In 2017, he was inducted as an ISBM Fellow, which recognized Dr. Joachimsthaler as a senior scholar/ thought leader, having made significant contributions to the advancement of the theory and practice of B2B marketing. Only 27 academics and scholars worldwide have been awarded this distinction. Dr. Joachimsthaler was also recently named a [Top 50 CDO Influencer](#) in a ranking of global superstars from the fields of digital transformation and the adoption of data-driven culture.

Dr. Joachimsthaler is an internationally-recognized authority on the impact of technology on strategy, the digitalization of industries and categories, and the role of innovation and branding. Accordingly, his words are often referenced in *USA Today*, *The New York Times*, *The Wall Street Journal*, *Investor Business Daily*, *Advertising Age*, *Absatzwirtschaft*, *Brandweek*, *Bloomberg Business Week*, *Marketing Week*, *Fast Company*, *US News & World Report*, *Forbes*, a host of trade publications, and extensively in European and Latin American media. On screen, he has been featured on Bloomberg Business TV, CNBC PowerLunch, CNBC Europe, and ForbesTV.com.

Dr. Joachimsthaler is one of the most sought-after keynote speakers for industry conferences and company meetings in Europe, Asia, and the U.S. His powerful, inspiring, and highly engaging style have earned him invitations to speak at major events like the *Forrester Consumer Marketing Conference NYC* by Google in 2017; TEDx at London Business School; IAA Leadership Conferences in Ghana, Cannes, Moscow and London; Brand Week Istanbul 2016; Philippines Global Marketing Conference; the Swiss Leadership Forum 2016; and ISBM Big Thinker Conference 2017. Dr. Joachimsthaler conducts his conferences, speeches, and workshops in English, German, and Spanish.

Dr. Joachimsthaler holds degrees in economics, statistics, and business administration from both German and American universities. He received a Master of Science degree in quantitative methods and marketing and a Ph.D. in Business Administration with emphasis on statistics and consumer behavior from the University of Kansas. He subsequently joined Harvard Business School as a post-doctoral fellow.

A citizen of both Germany and the United States, Dr. Joachimsthaler currently resides in New York with his wife and three children.

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