



Dr. JEROME
JOSEPH

SPEAKER
STRATEGIST
AUTHOR

MARKETING KIT



ABOUT DR. JEROME

Dr. Jerome Joseph CSP, Global Speaking Fellow, HoF, PMC, is ranked No. 2 in the World as Global Brand Guru, a Best-Selling Author, and Thought Leader.

He is an award-winning Brand & Customer Experience Strategist & Speaker focused on **Brand Strategy, Brand Experience, Internal Branding, Personal Branding and Customer Experience**. With his past experiences as a CEO & Board Member of a publicly-listed brand agency & group, Dr. Jerome brings **real-life brand expertise to the stage**. He is a best-selling Author of 13 books on Branding and has over 30 years of experience, worked with over 1000 brands, including numerous notable Fortune 500 companies, in 40 countries. The combination of real-life consulting experience with these Fortune 500 companies, global expertise, and proven speaking skills makes Dr. Jerome a sought-after speaker in the market. With his highly infectious personality, fast-paced and interactive style of speaking & storytelling, audiences can expect to be entertained while attaining a wealth of great insights. His keynotes and workshops are simply not to be missed!

Awards

Dr. Jerome holds a Certified Speaking Professional (CSP) designation which is held only by the top 12% speakers in the world as an award for speaking expertise. He was awarded the prestigious Global Speaking Fellow in 2015 and is the 2nd Singaporean to earn this award and the 30th speaker in the world to achieve this. Currently less than 1% of speakers globally hold this designation. He also holds the Practicing Management Consultant (PMC) designation awarded to experienced industry veterans in consulting. In 2018, Dr. Jerome was recognised as a Top 30 Global Brand Guru and is the only Asian based in Asia to make the list. In 2020 and 2022 he ranked No.2 in the World. In 2022, he was inducted into the Asia Speaker Hall of Fame for Lifetime achievements and expertise in Speaking. He is the youngest ever inductee.

THIS
IS
JEROME'S
STORY

OVER
30 
YEARS
EXPERIENCE

ENGAGEMENTS IN
 **40**
COUNTRIES

IMPACTING **OVER**
1,000 
BRANDS

HE CREATES AND TRANSFORMS
BRANDS

DR. JEROME'S SIGNATURE PROGRAMS

Dr. Jerome's programs showcase his global consulting experience and thought provoking case studies, paired with powerful stories, strategic insights, and dynamic audience engagement. Dr. Jerome delivers Keynotes, Workshops, Coaching and Consulting across Brand Strategy, Branded Culture & Customer Experience

BRAND STRATEGY

- **The Brand Playbook: *Game Changing Strategies and Ideas to Win in the Marketplace***
Learn strategies to Win in the marketplace and establish a winning culture, a winning plan and a winning campaign.
- **Experience Branding: *Establish Deep Audience Connection Through Our Brand Experience Framework***
Learn how to utilise consumer insights and our proprietary brand experience framework to create a deep and lasting connection between your brand and your audiences.
- **Lessons From The Legends: *Asia Or Global***
In this powerful program, deep dive into the strategies, challenges and ideas from some of the most successful brands in Asia/World to apply in your own businesses to help you grow and stand out.
- **Once Upon A Brand: *The Power Of Brand Story Telling***
This program covers the importance of crafting a Brand story that is compelling and authentic, as well as, leveraging the power of personal connection through stories to create lasting relationships with your customers.

DIGITAL BRANDING / BRAND INNOVATION

- **AI Brand Revolution: *Leveraging AI to Drive Your Brand***
Learn how to use the transformative power of AI in branding, marketing and sales with key insights into AI-driven strategies for brand growth, engagement, and innovation.
- **Branding 5.0: *New Media, New Conversations, New Experiences***
In the age of Disruption, learn how to conceptualise cutting-edge ideas that can help you engage your customers better and deliver a branded experience.
- **Digital Branding**
Maximize your return of digital activities and engagement when it comes to content ideation, creation, and marketing with proven strategies and ideas.
- **Turn Me On: *Content Marketing***
Helps your brand determine the best consumable content for your audience, build a strategy in its communication, and leave you with ideas you can develop for your brand.

MOTIVATION

- **Your Brand Legacy: *Creating A Brand that you are remembered for.***
Motivational Keynote to enable leaders, entrepreneurs and professionals to be inspired in creating a brand legacy that is everlasting.

BRANDED CULTURES

- **Internal Branding: *Growing Your Brand From Within / The Brand Champion Mindset***
This program focuses on helping organisations create Brand champions and how organisations can instill a branded culture that is aligned to their brand and people.
- **Brand Leadership: *Creating Leaders Led by Brand Purpose***
Understand how as a leader, you can drive brand alignment and growth within your organization.

PERSONAL BRANDING

- **TURN Me ON: *Strategies To Build Your Personal Brand***
Learn how to stand out, make a difference, be memorable and deliver a worldclass brand through our proprietary 5D framework of Personal Branding strategies.
- **Branded Social Selling: *The Power of Personal Branding to Drive Sales***
Transform your approach to sales and social selling and drive brand value for long term brand success through powerful Personal Branding.

BRANDED CUSTOMER EXPERIENCE

- **Branded Customer Experience: *Staging ExtraOrdinary Branded Experiences***
Create a brand driven Customer Experience (CX) that turns your customers into raving fans.
- **Brand Loyalty: *How To Transform Customers To Raving Fans***
Learn how to use the right brand tools & strategies to engage your customers and drive brand loyalty.



DR. JEROME'S BOOKS & SIGNATURE KEYNOTES BASED ON BOOKS



The Brand Playbook:
Game Changing
Strategies and Ideas to
Win in the Marketplace

SIGNATURE KEYNOTES

The Brand Playbook Keynote: *Game Changing Strategies and Ideas to Win in the Marketplace*

Learn strategies to Win in the marketplace and establish a winning culture, a winning plan and a winning campaign.

or

Experience Branding: *Establish Deep Audience Connection Through Our Brand Experience Framework*

Learn how to utilise consumer insights and our proprietary brand experience framework to create a deep and lasting connection between your brand and your audiences.

SIGNATURE KEYNOTES

• **Internal Branding: *Growing your Brand from Within***

This program focuses on helping organisations create Brand champions and how organisations can instill a branded culture that is aligned to their brand and people. Create a powerful branded culture through employee engagement and drive brand performance.

• **Brand Champion Mindset**

Instilling your brand into your employees is to transform them into brand champions who will advocate and drive your brand. This program focuses on helping organisations create Brand champions and how organisations can instill a branded culture that is aligned to their brand and people.



**Internal
Branding:
Growing your
Brand from
Within**



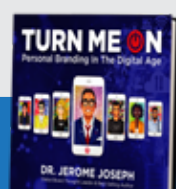
**Get Aligned!
10 Principles
to Grow Your
Internal
Brand**



**Turn Me On:
A Guide to
Personal
Branding**



**Stand Out!
30 Principles
to Grow Your
Personal
Brand**



**TURN ME ON:
Personal
Branding In
The Digital
Age**



**Ultimate
Personal
Brand
Checklist**

SIGNATURE KEYNOTES

Turn Me On: *A Guide to Personal Branding*

Learn how to stand out, make a difference, be memorable and deliver a worldclass brand through our proprietary 5D framework of Personal Branding strategies.

or

Branded Social Selling: *The Power of Personal Branding to Drive Sales*

Transform your approach to sales and social selling and drive brand value for long term brand success through powerful Personal Branding.

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Branded Customer Experience: *Staging ExtraOrdinary Branded Experiences*

Create a brand driven Customer Experience (CX) that turns your customers into raving fans.

or

AI Brand Revolution: *Leveraging AI to Drive Your Brand*

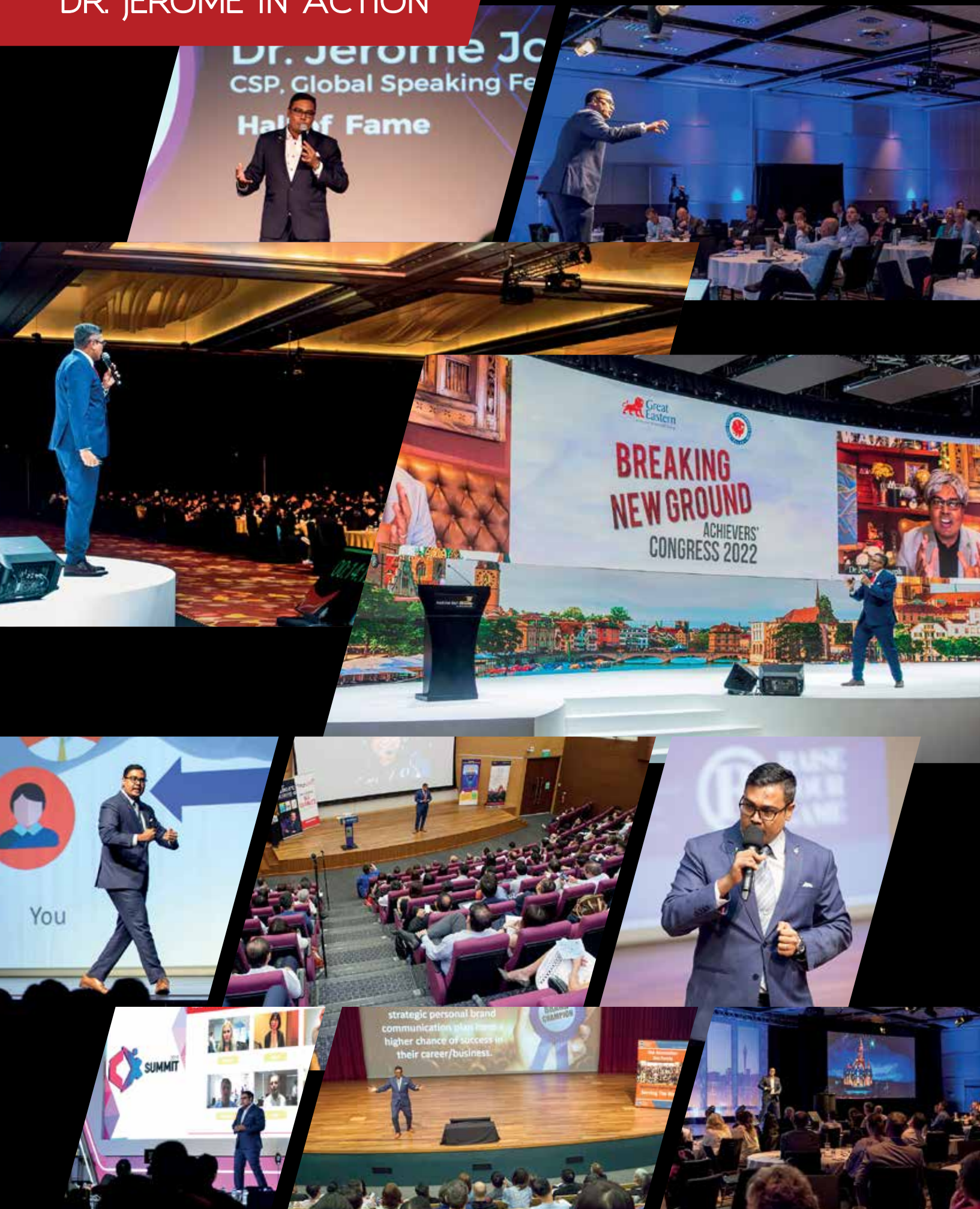
Learn how to use the transformative power of AI in branding, marketing and sales with key insights into AI-driven strategies for brand growth, engagement, and innovation.



**The Brand
Theatre Book**



DR. JEROME IN ACTION





Speaker Showreel 2023



Speaker Showreel 2020



Keynote Segment



Personal Brand Coaching



Audience Engagement Workshop



Testimonials

DR. JEROME IN ACTION



SOME OF DR. JEROME'S CLIENTS

Education

- Anderson Junior College
- Catholic Junior College
- National Institute of Education (NIE)
- National University of Singapore (NUS)
- Singapore Polytechnic
- Duke CE

Financial

- AIA
- Citibank
- DBS Vickers Securities
- DBS
- Great Eastern
- Manulife
- OCBC Singapore
- Pricewaterhouse Coopers
- Prudential
- Public Mutual
- Standard Chartered Bank Singapore
- UOB

Governments & Infrastructure

- Building & Construction Authority (BCA) Singapore

- Emirates National Oil Company (ENOC)
- Housing Development Board (HDB) Singapore
- Infocomm Development Authority (IDA) Singapore
- Land Transport Authority Singapore
- Ministry of Community Development, Youth and Sports (MCYS) Singapore
- Ministry of Education Singapore
- SENAAT (Abu Dhabi Government)
- Sentosa Development Corporation
- Singapore Customs
- Singapore Police Force
- Singapore Post
- Social Development Network (SDN) Singapore
- People Association

Healthcare

- Pfizer
- Astellas
- Zuellig Pharma
- Novartis
- Qiagen
- Alcon
- HOLOGIC
- Beckman Coulter

Hospitality, Lifestyle, Property

- Changi Airport Singapore
- Grand Hyatt Hotel
- Guinness
- Heineken
- Kentucky Fried Chicken
- LEXUS
- LUX Resort
- Malaysian Airlines
- Ritz carlton
- Tiger Beer
- Guoco Land
- Setia Berhad Group

Technology, Logistics, Resources

- Agilent Tech
- Baker Hughes
- BASF
- DELL
- DHL
- ExxonMobile
- Mobile One
- MOTUL
- Microsoft
- SABIC
- SAP
- TikTok

WHAT PEOPLE SAY ABOUT DR. JEROME

Jerome is amongst one of THE most passionate individuals I have met on branding. We worked with him to conduct our internal brand engagement for our rebranding. He infected us with his energy, enthusiasm & 5Cs, which he did successfully. Now all employees of SENAAT believe in the 5Cs and how to deliver our brand values consistently through all our touch points.

Mubarak Al Ameri,
Vice President - Corporate Communications,
SENAAT, Abu Dhabi, UAE

Having been in Human Resources & LND for more than 25 years, I see the crucial need for organisations and employees to invest and build their corporate brand and personal brand respectively. Having worked with Jerome Joseph, I know first-hand how good he is when it comes to impacting and transforming corporate and personal brands through speaking, consulting and thought leadership. He is able to drive this impact for every session that he has conducted with us so very well, and we do see amazing results!

Mee Lin,
Global Learning and Development,
Dell Technologies

Whether it is by business owners or marketing executives, there is a need to get your brand done well. Having worked with Jerome over the years, I know he does branding extremely well. Jerome's actionable and powerful ideas will get you moving ahead of your competition.

Alex Chua,
Chief Executive Officer,
Charisma Academy

As a veteran brand marketer, I know how important it is for executives to personify their brand characteristics to raise their game. Strong Branding anchors a company's position and is critical to its story. Brand Guru, Jerome Joseph will inspire you to gain an advantage in your marketplace and raise your Brand game!

Frederick Fong,
Director, Marketing Excellence (Asia),
Zuellig Pharma Holdings Pte Ltd

Jerome is natural born brand advocate, combine that with his quick wit and sharp observations, he is able to deliver brand consultancy and training that is not only insightful, practical but more importantly, relevant and pragmatic to implement. I consider it an honour to have worked with Jerome on several internal & external branding projects, his broad perspective on branding issues often comes in handy during our strategic branding discussions. I am looking forward to working with Jerome and his team again soon, as it was equally an enriching experience for me.

Michael Lim,
Industry Teams Global Communications,
BASF SE

Watch more here



Contact Dr. Jerome now!



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Dr. JEROME | **SPEAKER**
JOSEPH | **STRATEGIST**
AUTHOR



**BRAND STRATEGY AND
MANAGEMENT**



**CULTURE TRANSFORMATION &
INTERNAL BRANDING**



**CUSTOMER EXPERIENCE &
CUSTOMER SERVICE**



**LEADERSHIP TRAINING AND
COACHING**



**PERSONAL
BRANDING**



**SALES &
MARKETING**

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