

# Dr. JEROME JOSEPH

SPEAKER  
STRATEGIST  
AUTHOR



Dr. Jerome Joseph CSP, Global Speaking Fellow, PMC, is a recognised TOP 30 Global Brand Guru, Best- Selling recognised TOP 30 Global Brand Guru, Best-Selling Author & 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 experience as a **CEO & Board Member of a NASDAQ listed brand agency & group,** Jerome brings real-life brand expertise to the stage. He is a best-selling Author of 8 books on Branding. He has over 24 years of experience, has worked with over 1000 brands, including many Fortune 500 companies, in 35 countries.

The combination of real-life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes 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 the 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 as the 2<sup>nd</sup> Singaporean to earn this award and the 30<sup>th</sup> speaker in the world to achieve this. Currently, less than 1% of speakers globally hold this designation. He also holds the Practising Management Consultant (PMC), a designation awarded to experienced industry veterans in consulting. In 2018, Jerome was recognised as a Top 30 Global Brand Guru and is the only Asian based in Asia to make the list. He ranked No. 2 in the world in 2020 as a Global Brand Thought Leader and has recently earned his doctorate.

## THIS IS DR JEROME'S STORY

OVER

24 YEARS EXPERIENCE

ENGAGEMENTS IN

35 COUNTRIES

IMPACTING

1,000 BRANDS

INFLUENCING

1,000,000 PEOPLE

HE CREATES BRANDS

As prolific writer, Dr. Jerome has authored these business bestsellers:



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



**Internal Branding:**  
Growing Your Brand From Within



**Turn Me On:**  
A Guide To Personal Branding (Book & Workbook)



**The Brand Theatre:**  
Staging Extraordinary Branded Customer Experiences (Book & Workbook)



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



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

# DR. JEROME'S PROGRAMMES

Jerome's programmes showcase his global consulting experience and thought-provoking case studies, alongside powerful stories, strategic insights, and dynamic audience engagement. He delivers Keynotes, Workshops, Coaching and Consulting on Brand Strategy, Branded Culture & Customer Experience.

## BRAND

- **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.
- **Ultimate Brand Strategy: Powerful Strategies To Stand Out**  
Create a winning Brand through a strategic blueprint so that your brand stands out from the competition.
- **Branding 5.0: New Media, New Conversations, New Experiences**  
In the age of Disruption, what are the cutting-edge ideas that can help you engage your customers better and deliver a branded experience.
- **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.

## PEOPLE

- **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.
- **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.
- **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.

## CUSTOMER

- **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.
- **Sell The Brand: Using The Power Of Brand To Drive Sales**  
Transform your approach to sales and drive brand value for long term brand success.

“Jerome is a natural born brand advocator, combine that with his quick wit and real life experience, he's able to deliver powerful insights that are relevant and pragmatic to implement.”

Michael Lim,  
Industry Teams Global  
Communications,  
BASF SE

“Jerome Joseph is nothing short of brilliant. He has the unique combination of intellectual insight and the platform personality of the highest calibre.”

Scott McKain,  
Author of "Collapse of  
Distinction: Stand Out and  
Move Up While Your  
Competition Fails"

“Jerome is amongst one of THE most passionate individuals I have met on branding. We worked with him to build our brand from within, which he did successfully. He infected us with his energy, enthusiasm, and expertise. Highly recommended!”

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

See  
Dr. Jerome  
in Action

▶ [Youtube.com/  
JeromeJoseph](https://www.youtube.com/JeromeJoseph)

