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STUDENT OFFICERS

Center on Global Brand Leadership
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The Center on Global Brand Leadership offers volunteer Student Officer positions to MBA candidates interested in collaborating on projects in the field of brand strategy and marketing.

 BRITE conference

 @BrandCenter_CBS

 BRITE conference

The Center on Global Brand Leadership's initiatives address the challenges of building brand strategies by turning insights into practical tools for industry professionals.

Founded in 1999 at Columbia Business School by Prof. Bernd Schmitt, a noted authority on branding, we have grown into a global partnership of leading business schools around the world to provide an expansive network and unmatched resource to meet the global needs of brands.

RESEARCH

We work with companies and academic partners to analyze emerging trends, consumer behavior, and brand strategies. Case studies and white papers include:

- *Showrooming and the Rise of the Mobile-Assisted Shopper*
- *Run Marketing as a Business: The Transformation of SAP Marketing*
- *Marketing ROI in the Era of Big Data*

EVENTS

We provide opportunities for business leaders, academics and researchers to share insights on brand-building. Our events and academic programs offer analytical tools and best practices to help attendees drive effective strategies.

BRITE CONFERENCE: Our flagship event looks at how emerging trends, consumer culture, technology and innovation transform the ways companies build and sustain great brands.

COURSES: Prof. Schmitt teaches MBA, EMBA, PhD, and ExecEd programs on global brand management and consumer behavior, including *Managing Brands, Identities & Experiences*.

BOOKS & MEDIA

Through best-selling books, media appearances, and keynote speeches worldwide, we promote thought-leadership for best practices in the ever-changing world of business.

- Prof. Schmitt: *Experiential Marketing*, *Customer Experience Management*, *Big Think Strategy*
- Articles and research for leading publications
- Interviews with CNBC, BBC, *WSJ Asia*
- *Brand Talk* newsletter and blog

STUDENT OFFICERS

This is an opportunity for students interested in brand strategy and marketing to leverage their knowledge and experience through activities to help them achieve their professional goals. Students can pitch ideas or collaborate on Center projects focused on industry trends.

COMMITMENT: 3-5 hours per week for one or two semesters.

APPLICATION: Please email your resume and a brief description to introduce yourself and your projects of interest to:
globalbrands@gsb.columbia.edu.

IDEAS

We welcome ideas from students interested in leading projects with the support of the Center. Below are a few suggestions to get your creative juices flowing.

STRINGER

Write articles and/or produce video interviews on trends and insights for our blog and newsletter, *Brand Talk*.

BRITE CONFERENCE

Coordinate various aspects of our annual conference on brands, marketing, innovation and technology. Contribute to marketing and communications outreach.

EVENT COORDINATION

Spearhead student and general public events such as a "Speakers Series" on branding and marketing.

WHITE PAPER

Co-develop a study culminating in a paper with the potential opportunity to promote through our network. View examples at:
<http://bit.ly/globalbrandstudents>