The Center on Global Brand Leadership

Brand Leaders Circle

The Center on Global Brand Leadership at Columbia Business School presents the Brand Leaders Circle which brings together senior executives in branding, marketing, technology, and innovation. The Brand Leaders Circle will connect a unique group of leaders within the umbrella of academic thinking to create shared learning opportunities. The network of thinkers and doers will share knowledge amongst each other, and with the wider business world, on how to effectively shape and build brands.

The Center has spent nearly two decades working to create, gather, and share knowledge on what it takes to build strong brands. As part of this mission, the Center has brought both business and thought leaders together to discuss the strategies and execution required to better grow brands. Such efforts have been conducted through supporting classes in our MBA and EMBA programs, developing executive training programs, producing events such as our flagship BRITE conference, and hosting private forums of senior executives.

Membership in the Brand Leaders Circle will be invitation-only and actively managed by the Center to create a community of high-level executives and thinkers on the issues of brand strategy, management, and execution. The agenda, topical focus, and schedule of Circle meetings are determined with input from the Circle members.

Goals of the Brand Leaders Circle

• Networking among members to assist them in building and maintaining strong brands for their organization
• Access and feedback on leading research, best practices, and thought leadership from the Center on Brand Leadership, from other Columbia Business School professors, and from other innovators, entrepreneurs, and thought leaders on brands and marketing
• The opportunity to pose questions, share best practices, and gain insights on branding and marketing--in a non-competitive environment--from fellow members who work within a range of industry categories
• Advance thought leadership in the fields of branding and marketing via insight reports created by the knowledge and support of the Circle members and prepared by the Center
• Support for the Center to fulfill its mission of creating, gathering, and sharing knowledge on brand building
Circle Activities and Benefits

Circle Meetings
- The Brand Center will conduct two half-day meetings annually exclusively for Circle Members
- Topical sessions at the meetings will promote key issues and challenges faced by Circle members
- Sessions will be led by Columbia faculty, Circle members, and occasional special guests
- Presenters will focus on promoting discussion between the attendees as opposed to purely lecturing
- Meetings will be hosted initially in New York, but will be expected to grow to other cities as membership in the Circle grows

BRITE conference
- Circle members will be entitled to two (2) passes for the Center’s acclaimed BRITE conference which takes place annually in March
- These passes are transferrable to allow Circle members to support colleagues and associates in cases where they are unavailable to attend BRITE

Brand Leaders “Circular”
- In concert with Circle members, the Center will produce two thought leadership pieces (white papers, videos, slide decks, etc.) annually on relevant topics of interest to the Circle members which will incorporate member impressions, interviews, and case studies

Annual Gift to the Center on Global Brand Leadership

Members of the Brand Leaders Circle will make a $2,500 annual gift to the Center on Global Brand Leadership and receive acknowledgment within the Center’s website and in the Brand Leaders “Circular.”

It is expected that Circle members will maintain an initial three (3) year commitment to the Circle to help support building a robust and strongly networked community. Renewal thereafter will be for successive three year terms.

Contact

To join the Brand Leaders Circle, or to receive more information about the Center on Global Brand Leadership, please contact:

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About the Center on Global Brand Leadership

The Center on Global Brand Leadership (http://www.gsb.columbia.edu/globalbrands) creates, gathers, and shares insights on how to build and manage strong brands.

Combining the research and intellectual capital of academia’s foremost thinkers on branding with real world business cases, we show how all elements of an organization – from marketing and communications to supply chain and operations – can affect brands and their relationships with stakeholders.

The Center fosters a community of researchers, alumni, students, and business leaders from global corporations, agencies, and consulting firms to advance new knowledge, promote widespread learning, and serve as a forum to address the many challenges of brand building, brand management, and strategic marketing.

The Center on Global Brand Leadership was founded in 1999 at Columbia Business School under the direction of Professor Bernd Schmitt, a world authority on marketing and branding. The Center has global partnerships with leading business schools — in the US, China, Germany, Korea, Spain, and Singapore — providing an unmatched resource for researchers and practitioners.

The Center also runs BRITE (http://BRITEconference.com), a global series of conferences that focus on emerging trends in branding, innovation, technology, society, and culture. BRITE events bring together big thinkers from business, technology, media, and marketing to discuss how today’s big ideas are reshaping the ways that organizations build and sustain great brands. BRITE speakers come equipped with inspiring stories, creative content, and universal insights that show how innovative strategies and tactics can help build all kinds of brands, whether they are people, places, products, services or ideas.

The Center is led by Professor Bernd Schmitt who is widely recognized for his major contributions to branding, marketing, and management through his unique focus on creativity, innovation, and the customer experience.

Schmitt has authored or co-authored seven books which have been translated into more than 20 languages, including Experiential Marketing (1999), Customer Experience Management (2003), Big Think Strategy (2007), Happy Customers Everywhere (2012), and The Changing Face of the Asian Consumer (2014).