

# ERWIN BRUNNER CREATIVE STRATEGIST AND WINNING BRAND BUILDER

## PEOPLE AND BRANDS MAKE THE DIFFERENCE

People and brands ultimately make the difference in the perception and appreciation of companies. The brand and the people who live the brand are the true assets. Erwin Brunner has been committed to this approach for decades with "value creation for leaders and brands", on behalf of ambitious companies, organizations and personalities.

As CEO of a leading branding, marketing and communications agency and since 2001 as owner of his own boutique firm, he helps businesses, entrepreneurs and brands to realize their true potential and find their own way to the top. With the innovative thinking and imagination that make the difference. From start-ups to leading companies.

His approach: the proven Way to Win system and its driving forces Winning Culture, Operations and Brand. His focus: purpose, people, shared values, positioning, performance and perception to create differentiation and desire. His credo: sustainably successful entrepreneurship – creating value by appreciating value.

## PASSION AND EXPERTISE

- > Sparring partner, leadership and Me Branding coach to entrepreneurs, executives, and board members
- > Services: brand strategy, brand creation, brand leadership, brand experience for all stakeholders
- > Architect of an approach to developing companies and winning brands led by shared purpose, values and ideas
- > Innovative strategies, concepts and processes to develop organization's winning culture, operations and brand
- > Development and implementation of transformation processes
- > Facilitating executive workshops
- > Executive/board support and management ad interim
- > A rich fund of experience and expertise on behalf of well-known clients and Hidden Champions such as ABB, ARBONIA, Coca-Cola, Credit Suisse, Forbo, Franke, IKEA, Levis, McDonalds, Microsoft, Nestlé, NZZ, PwC, Ricola, SBB, Swatch Group, Swiss Life, Switzerland Global Enterprise, Unilever, Visa, Winterthur International, Zurich Insurance
- > A steadily growing number of Me Branding clients: entrepreneurs, self-employed, executives, consultants, coaches and talents

## VALUE ADDED

Over the years, Erwin Brunner has advised and guided many emerging and leading companies in a range of markets in their brand development and brand expression. Likewise, as a sparring partner, leadership and me branding coach for entrepreneurs, executives, board members and personalities. Driven by creativity, empathy, and energy, he has contributed this experience and expertise to strategies and transformation processes. On a local and global level. In close and successful collaboration with his clients, supported by a winning team of experts with complementary skills.