



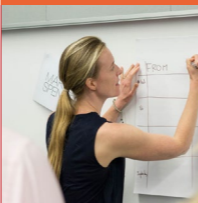


Brand Learning is the leading global consultancy in lifting capabilities to deliver customer-centred growth.

We help leading companies like PepsiCo, Unilever, Shell, HSBC and GSK build the capabilities of their people and organisation.

Typically we are called in by a CEO, CMO, HR Director or Sales Director, to help them identify where their capabilities could be lifted, and to address this with programmes that enable them to become more effective in creating better value for their customers. We support them in defining how they operate, their purpose and organisation structure, their processes, ways of working and culture – and develop the skills and behaviours of their people and teams.

What makes us stand out is our expert and specialist focus on customer-centred capability building at both the organisational and the individual level, coupled with the practical business experience of our team, all of whom have blue chip backgrounds.

-  Founded in 2000, we are global experts in customer-centred capability development
-  Our 3 hubs are in London, New York & Singapore
-  We have run programmes in over 62 countries
-  We have capability experts in 16 countries speaking 11 languages
-  85% of our work is with existing clients or from their recommendations

Expertise areas

- Joined up Customer-Experience
- Marketing Capability
- Digital Capability
- Sales Capability
- Customer-Centred Leadership
- HR Capability

Typical Services

- Brand & Business Purpose
- Customer-Experience Strategy & Execution
- Capability Strategy & Plans
- Customer-Centred Operating Model & Structure
- Process & Ways of Working
- Learning Programmes
- People Attraction, Involvement & Culture
- Leadership Development

We have partnered over 160 clients





What our clients say about us

The best in the field



With a great understanding of challenges through being former 'clients', our BL team rapidly got to the point. They listened carefully, tailored great solutions and delivered. In short, we got great solutions better and more quickly through using BL. At the same time, my teams really learnt on the journey, leaving us a far stronger, more thoughtful organisation at the end.

Global Brand Director, SCA



We searched a long time for the right partner. Brand Learning was the only one who brought the subject matter and training expertise to meet our needs.

Senior Director, Commercial Training & Development, AstraZeneca



Best in the field, best quality of people.

European Senior Marketing Director, PepsiCo

Experts with impact



Highly engaging expert organisation that has helped us to make a significant and sustainable change impact.

General Manager Commercial Excellence, Shell Chemicals



Brand Learning understands our needs, synthesises important aspects and develops concise, creative solutions.

Worldwide Marketing Director - Global Shopper Marketing, Colgate-Palmolive



Real learning experts with a passion for what they do.

Global Head of Through the Line Capability, SABMiller



Quality product, quality people.

CMO, RSA

Talented team who go out of their way



Brand Learning are true professionals. Their professionalism and dedication for their work is both inspiring and contagious!"

Global Vice President Human Resources & Communication

Ideal Standard International



A talented team of bright, passionate, energetic individuals who go out of their way to understand your business, so that they can deliver and embed leading edge capability programmes and business results.

Global Marketing Capability Director, GSK Consumer Healthcare



A very professional consultancy company who excel in in all areas of expertise.

Global Project Manager, Novartis AG

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