

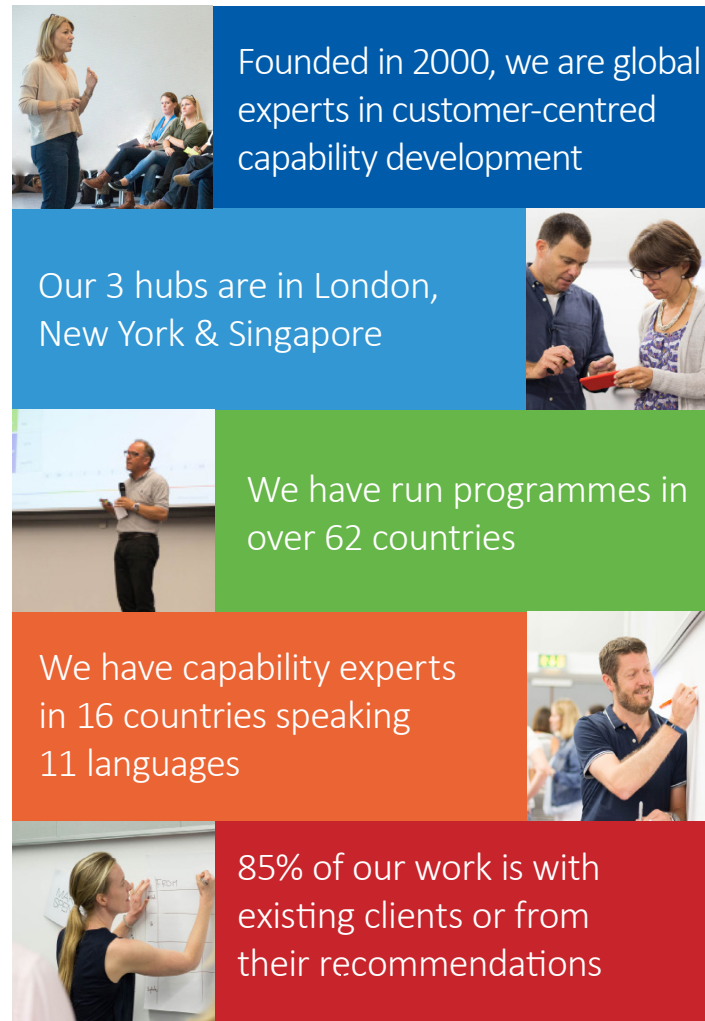
## Brand Learning: Global experts in creating growth capabilities

We help leading companies like PepsiCo, Unilever, Shell, HSBC and GSK shape the future and create the growth capabilities to make it happen in practice.

Typically we are called in by a CEO, CMO, HR Director or Sales Director, to help them:

- Set ambition for the future
- Develop winning growth strategies and plans
- Identify the capabilities needed to grow

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

Marketing  
Sales  
HR  
Leadership  
Digital

### 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

For more information visit [www.brandlearning.com](http://www.brandlearning.com) or get in touch [contactus@brandlearning.com](mailto:contactus@brandlearning.com)

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