



## Christian Majgaard

Expert in Branding, Marketing & Business Innovation &  
Former Director of LEGO



### CSA CELEBRITY SPEAKERS

Christian Majgaard was LEGO's strategic brand and innovation wizard and global top executive in the 80's and 90's where he stood behind the creation of the LEGOLAND theme parks, Mindstorms robots, the Harry Potter and StarWars licenses and many other marketing successes.

Fons Trompenaars in his book '21 Leaders for the 21st Century' names Christian "as the man who recaptured the true mission of LEGO"

#### In detail

Christian Majgaard was creative genius and senior director at LEGO until 2000, responsible for their global brand, product and campaign development of their core business (toys) as well as their Theme Park and Media divisions. He left LEGO in 2000 in order to consult and inspire other international companies on their strategy, marketing, innovation and branding and has worked with a number of corporations including Heineken, Rabo Bank, Swiss Re, Motorola, Disneyland and many others, while still keeping close ties to LEGO's owner. Before joining LEGO, Christian was senior management consultant with PA Consulting®.

#### What he offers you

Christian challenges the business world's conventional thinking within strategy, branding, marketing and business innovation through his well researched keynote presentations and his consulting.

#### How he presents

Christian's presentations are the perfect blend of useful actionable information and real life case studies, delivered in an innovative and creative way. He is acknowledged for turning deep thought into clear messages, compelling examples and great humour.

#### Languages

He presents in English and Danish.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Publications

13 Hints for Tomorrow's Brand Builders

#### Topics

Creativity  
Branding and Strategy  
Marketing and Positioning