

# ERICH JOACHIMSTHALER

Consultant on Marketing and Brand Strategy

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Erich Joachimsthaler is the Founder of Vivaldi Partners, an Innovation, Strategy and Marketing firm with headquarters in New York City and offices in Munich, London, Zurich, Amsterdam and Buenos Aires.

After a career of 15 years in academics and extensive professional work experience in multinational companies, Erich founded Vivaldi Partners en 1999. The firm focuses on developing breakthrough innovation, growth and marketing strategies for its clients by leveraging its expertise in brands, new products, and deep consumer insights.

Erich is a published thought leader and his book "Brand Leadership", co-written with David A. Aaker, is considered a groundbreaking discussion on the recent developments in brand strategy. He is also the author of more than 40 articles and case studies in leading academic and business journals, including Harvard Business Review, Sloan Management Review, and BusinessWeek.

During the course of the last two decades, Erich has held faculty positions at the University of Southern California, The Institute of Superior Business Studies of Barcelona, and The Darden School of the University of Virginia.

In addition to his consulting work, Erich does extensive research on global brands and the formulation of corporate and business-unit level strategies. A sought-after speaker, he also conducts executive-level conferences and workshops around the world in English, German, and Spanish.

He holds masters and doctorate degrees from universities in Germany and the U.S, and completed his education with a Post Doctorate Fellowship at Harvard Business School. He is actively engaged in many consulting projects for leading companies and brands.

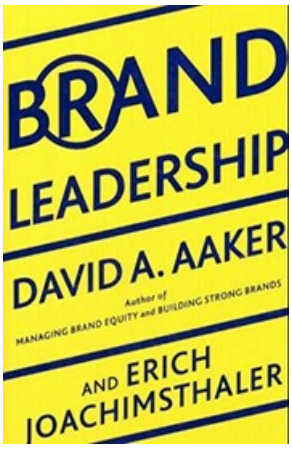
## TEMAS

- Innovation
- Organizational Growth
- Marketing and Branding

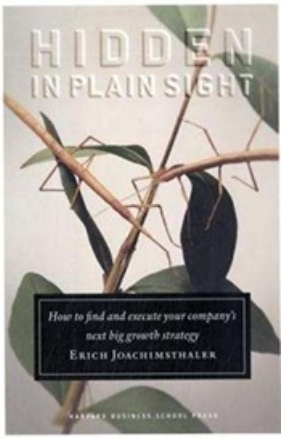
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