

**Jörg Dietzel** has worked in Advertising, Branding and Communication since 1989, in Germany, London, Beijing, Hong Kong and Singapore, both on the client side (for South African Airways and Audi) and the agency side (for DDB, BBDO, Batey Red Cell). Over the years, he has worked with clients like American Airlines, Pepsi, Volkswagen, Parmalat, Visa, Deutsche Bank, BMW, Canadian Airlines, Mercedes-Benz, FedEx and Audi. Positions he held were Founder and Director of the global Audi Agency Network (AAN), General Manager of DDB China, Founder and Managing Director of DDB Berlin, Chief Development Officer of Batey Ads, Chief Operating Officer of Red Cell Asia-Pacific and Multinational Client Management Director for BBDO Asia-Pacific.

He has given talks at HdK (Berlin), CEIBS (Shanghai) and HKU. Since 2005, he has been teaching classes on ‘Strategic Brand Management’, ‘Promotional Management’ and ‘Advertising’ as Adjunct Faculty of Singapore Management University (Lee Kong Chian School of Business, Department of Marketing) and the National University of Singapore (NUS Business School).

In 2008, he published his book “Create | Connect | Convince – Fundamentals of Advertising, Branding and Communication” [Marshall Cavendish Business]. He has also published numerous articles in ‘Marketing’ (Singapore), ‘Media’ (HK), ‘brandeins’ (Germany) and many other publications. He frequently speaks on matters of branding and communication, with a focus on Asia.

Since 2005, he has been running his own Brand Consultancy in Singapore, working with clients like Singapore Sports Council, Drypers and Audi. He is a member of the Academy of Marketing Science.