

Customer Loyalty Expert, Reputation & Brand-building Authority, Senior Role in Harley-Davidson Turnaround, Author Make Some Noise: The Unconventional Road to Dominance

Ken Schmidt

Ken Schmidt is an internationally sought-after expert on customer loyalty, brand building and corporate reputation. He became widely known through his leading role in the remarkable turnaround of Harley-Davidson. With unconventional ideas, a consistent focus on people and a deep understanding of human behaviour, he helped transform a struggling motorcycle manufacturer into one of the world's most emotional brands with an exceptionally loyal following. His central message is clear: Companies are not valued solely for their products or services, but above all for how they make people feel, what they stand for and the stories people tell about them. In…

Topics

- Change Management
- Innovations / Megatrends
- Leadership
- Marketing / Branding / Storytelling
- Motivation
- Quality / Service Excellence
- Sales / Marketing
- Start Up / Entrepreneurship

Languages

- English

Details & contact information

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