



Chief Marketing Officer FC Barcelona (2017-2021)

## Guillem Graell

Guillem Graell is an entrepreneur and one of the most experienced Chief Brand Officers in the world with over 18 years of global business and brand building experience in the sports and FMCG industries. As CMO at FC Barcelona, he led the largest transformation from a sports club to a global LoveBrand, making the club the most valuable soccer brand in the world (Forbes Sports) and tripling the revenue of the digital product strategy under his leadership. Guillem Graell lecture topics How to turn your company into a true LoveBrand with the right strategy Guillem Graell's keynotes are a must-attend...



### Topics

- Branding
- Influencer
- Leadership 4.0
- Online Marketing
- Storytelling

### Languages

- English
- Spanish

### Details & contact information

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