



## Arnt Eriksen

B2B marketing leaders are producing more content and running more campaigns than ever. Most brands still come out of it diffuse and interchangeable, with dashboards that flatter activity rather than category position. The unsolved question is whether any of the spend is actually building something that compounds.

Arnt Eriksen is a brand strategist who helps senior marketing leaders turn activity into compounding brand value, drawing on three decades of work with PayPal, American Express, Visa, Domino's, and more than 70 other global brands.

### Arnt Eriksen's 2026 Biography

#### Why organisations work with Arnt Eriksen

- PayPal, American Express, Visa, Domino's, and Salesforce all sit on his client list. His point of contact is usually the senior marketing leader carrying the number.
- His forthcoming book *Marketing at Velocity* (Kogan Page, April 2027) sets out a thesis on B2B brand compounding, with proprietary frameworks (Velocity Loops, the TRUTH Framework, the Velocity Brand Scorecard) that audiences can apply once they leave the room.
- Thirty years agency-side at Grey, DDB, Ogilvy, and Isobar means his frameworks come out of work that shipped and clients who renewed. He is a practitioner with a published thesis, which is rarer in this category than buyers expect.
- Senior marketing audiences have heard the AI-and-content pitch from a dozen other speakers. He gives them a diagnosis of why brand activity is not converting into category position, and a working set of tools for fixing it.

#### Biography highlights

- Forthcoming book: *Marketing at Velocity: B2B Brand Building, Momentum and Category Leadership* (Kogan Page, April 2027)
- Author of *Brand You Economics* (2021)
- Thirty years of senior brand experience across more than 75 global brands, including PayPal, American Express, Visa, Domino's, Salesforce, Meta, and doTERRA
- Senior agency career at Grey, DDB, Ogilvy, and Isobar; co-founded his first agency at twenty-five
- Host of the *Marketing at Heart* podcast
- Keynotes delivered across the Nordics, Europe, North America, and Australia, including for Salesforce stages

#### AVAILABLE FOR

- Speaking
- Training and Workshops

#### ARNT'S SPEAKING THEMES

- Business Strategy & Growth
- Customer Experience & Marketing
- Marketing & Branding
- Storytelling & Business Communication

#### LANGUAGES: English

## Biography

Most B2B brands run their marketing as a continuous feed of campaigns and content. Activity rises, dashboards look healthy, and category position barely moves. Arnt Eriksen's argument is that this is a compounding problem, not an effort problem.

For thirty years he has worked inside the marketing functions of global brands including PayPal, American Express, Visa, Domino's, Salesforce, and doTERRA. His agency career covered Grey, DDB, Ogilvy, and Isobar; he co-founded his first agency at twenty-five. The pattern in his work is consistent. The brands that pulled away from their categories were the ones whose positioning held long enough to compound.

That argument runs book-length in his forthcoming *Marketing at Velocity*, published by Kogan Page in April 2027. The premise is that speed wins moments and velocity wins markets. Around it sits a working set of frameworks. The One Rule (1rE<sup>2</sup>Zag), Velocity Loops, the TRUTH Framework, and the Velocity Brand Scorecard are tools senior marketers can take back into a planning cycle, not concepts that live only on a stage.

Beyond the book, he hosts the *Marketing at Heart* podcast and runs Conquer OS, his London-based consultancy. His client work has produced concrete commercial outcomes, including a Domino's Internet-of-Things pizza-ordering button that the company's Digital Director, Nick Dutch, publicly credited with what he called "mind-blowing" return on investment across PR coverage and sales.

## Key speaking topics

- B2B brand building
- Brand velocity and category leadership
- Marketing strategy for senior leaders
- Customer relationship economics
- AI and the modern marketing function
- B2B narrative and positioning

## Ideal for

- CMOs and senior marketing leaders accountable for brand position and revenue contribution
- B2B leadership teams in crowded categories where differentiation is starting to blur
- Founders and CEOs of growth-stage businesses where marketing is being asked to translate spend into category position

## Audience outcomes

- A working diagnosis of why their B2B brand activity is not converting into category position
- A set of named frameworks, including Velocity Loops, the TRUTH Framework, and the Velocity Brand Scorecard, that translate directly into next-quarter marketing planning
- A clear read on whether their current marketing is producing speed or velocity, and what to change if the answer is speed
- A reframe of trust, story, and consistency as commercial assets that compound, with implications for budget allocation and channel mix

## Arnt Eriksen's 2026 talks & topics

### **Marketing at Velocity: How the Best B2B Brands Compound into Category Leadership**

A working argument and three named frameworks for senior marketing leaders whose teams are running harder every quarter while category position barely moves.

#### **Key takeaways:**

- A clear definition of velocity as a strategic asset, distinct from speed or output.
  - The four conditions a B2B brand needs to compound, and how to spot which one is missing in their own organisation.
  - A diagnostic the audience can apply to their own brand within a week, with a defined first move.
- 

### **The One Rule That Will Fix Your Marketing**

A single transferable principle, drawn from Eriksen's work across 75 brands, that explains why most marketing fails on the same underlying flaw and what senior leaders can change about it.

#### **Key takeaways:**

- The single rule that separates brands that compound from brands that plateau.
  - Three diagnostic questions a CMO can use in the next executive meeting.
  - A working view of where most marketing organisations are breaking the rule, and the commercial cost of doing so.
- 

### **Find. Like. Love. Authority. The B2B Customer Journey, Rebuilt**

A four-stage relationship model that replaces the B2B funnel, with a direct position on where AI accelerates customer relationships and where it damages trust.

#### **Key takeaways:**

- A four-stage model that replaces the funnel and aligns marketing with revenue.
- The behavioural shift that moves customers from "Like" to "Love," with named B2B examples.
- A clear position on where AI accelerates the journey, and where it actively damages trust.

## Arnt Eriksen's Videos



## What Arnt Eriksen's clients say

Cutting edge thinking. If you are looking for a speaker who is absolutely brilliant, Arnt is your man.

**Kyle Lacy**

*VP of Marketing, Lessonly*

He has a way to make simple the most complex. Impressed by his ability to deliver new perspectives and fresh ideas around marketing strategy.

**Kerstin Skjefstad**

*Marketing Director Nordics & Benelux, PayPal*

Arnt has the right blend of analysis, creativity and ambition. The ROI on our work was mind-blowing.

**Nick Dutch**

*Digital Director, Domino's*

An incredibly knowledgeable, cerebral creative strategist with a passion and curiosity for innovative ideas. There's nothing he doesn't know about connecting brands and ideas in the digital space. A deep thinker with an international perspective.

**Laura Jordan Bambach**

*Grey*

## ARNT'S LATEST BOOKS



**Think, Act, Conquer - Create Your Success: 22 Principles to Master Success: Unleashing Your Potential with Every Step**



**Brand You Economics: Timeless, Tangible Principles and Tools to Build Your Brand Legacy**