



## Erik Saelens

**Charismatic and forward-thinking brand marketing expert, founder and director of the Brandhome Group**

Erik Saelens specializes in re-branding and renaming operations and has fifteen years experience in communications and brand marketing. He is a unique, entertaining and energetic storyteller who presents insights to his audience about the meaning behind branding today and how to make marketing relevant for tomorrow.

## Erik's biography

### Erik Saelens' Background

Erik Saelens is the founder and executive director of the Brandhome Group, which is an organisation that increases growth in companies beyond their current markets.

He is a charismatic and highly regarded speaker and has worked with governments, multinational companies and exclusive groups of CEO's and [businesses](#).

Saelens has a Marketing Economics degree from the Antwerp University, Belgium and has also completed other brand marketing studies. During his career as an interim manager, he has a proven track record undertaking various roles for international brands and companies.

Erik specializes in re-branding and renaming operations and has researched more than 300 brand-change operations globally. He is also an expert on brand management, M&A and IPO strategies and draws on his strong operational management experience when implementing strategies.

As a speaker, Erik is a unique, entertaining and forward-thinking storyteller who presents insights to his audience about the meaning behind [branding](#) today and how to make marketing relevant for tomorrow.

Saelens speaks regularly at conferences and universities around the world, frequently contributes to specialist sector media and has also written 15 books on brand [marketing](#).

He has Belgian nationality and is fluent in Dutch, German, French and English.

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