



Jonathan Gabay

Author of Reinvent Yourself and an international creativity and marketing expert

Author of 15 books including Brand Psychology, Jonathan is a highly respected branding and PR consultant who works with many of the world's leading organisations (including in government).

Jonathan's biography

About Jonathan Gabay

On the central Faculty of the world's biggest chartered status [marketing](#) training body, he is regularly invited by global news channels from AlJazeera to Sky News and BBC to discuss the brand, PR and psychological implications of [business](#) news stories.

Jonathan advises organisations on what creates empathy and trust (online and offline) with employees, clients and the wider public – especially during a crisis or a period of change.

In his personal life, Jonathan suffered a major nervous breakdown so understands the real issues affect mental health issues within the workforce and beyond.

He has a profound understanding of depression and anxiety as well as dealing with what is termed in psychology as 'ambiguous loss'.

Jonathan leads [mental health](#) talks and events throughout the country at 'grass-level'.

Jonathan also studied psychotherapy to MA level.

Jonathan's witty observation of life ensure that in addition to his mental health talks being highly emotive, they can also be incredibly witty and are ultimately always highly uplifting and motivating.

At his wish, ten percent of all Jonathan's speaking fees automatically go to Sane, JAMI or a mental health charity nominated by you – the client.

Jonathan's talks

- **Business futurology**
- **Brand psychology and authenticity**
- **Sales psychology**
- **Fake News and the web**
- **Consumer psychology**
- **Workplace psychology**
- **Leadership in psychology**
- **Online psychology**
- **The death of the high street retail brand**
- **Outstanding customer service**
- **Political marketing**
- **Cause marketing**
- **Cultural psychology**
- **Classical branding**
- **Brand storytelling**
- **Social media and the downfall of human interaction**
- **Creative thinking**
- **Big Data psychology**
- **Social media psychology**
- **Reputation management**

