



## Peter's biography

## Peter Fischer Brown

International brand, [marketing](#) and corporate strategist

Peter is an international corporate, [marketing](#) and brand strategist. With a background in consumer goods, telecommunications and [management](#) consulting.

### Peter Fischer Brown's background

He advises clients across a broad range of commercial and not-for-profit sectors in Europe, Latin America and the Middle East.

He specialises in the intersect between brand, marketing and corporate strategies, as well as management and leadership development.

Peter is Anglo-German and a Cosmopolitan, having worked widely throughout Europe, the Near and Middle East and South America.

He is a member of the Medinge Group (promoting Brands with a Conscience), a Fellow of Radix (the think tank for the Radical Centre of Contemporary Politics) and Board member of Eat Club, a charity promoting healthy eating and cooking for young people.

Peter Brown holds an MA in Modern Languages and Literature from Cambridge, and an MPhil in [International Relations](#) also from Cambridge.

## Peter's talks

- **Strategy**  
From visioning, through Strategy development, to execution and tracking; especially brand / marketing / corporate strategy
- **Re-connecting: with nature, our [environment](#) and the food we eat**  
Why taking of ourselves and our environment is the new normal is the starting point for growth
- **The Art of Business**

All of business is a stage, and the men and women merely players. What can business learn from the creative and performing [arts](#), and vice-versa. Why are both merely part of a range of 'human endeavours'?

- **The joys of Cosmopolitanism a.k.a why belonging to one country is limiting**

What is the competitive advantage for people who come from more than one [culture](#)? Why are they so well positioned in the new normal? What are the benefits of a Citizen of Everywhere and the drawbacks of a Citizen of Nowhere?

- **The future of Politics in Europe**

Why there is a need for a new Radical Centre; the importance of political [education](#) and democratic participation; the danger of extremism?

- **Brands with a Conscience / Purpose**

What are they, and what makes them more valuable and better adapted to the 'new normal'?