

Jürgen Gietl

Managing Partner

The Expert for Technology Brands and Brand Systems

When it comes to technology brands, Jürgen Gietl is considered the most experienced contact in the German-speaking region. He has advised more than 100 global and regional companies and dealt with issues surrounding brand architecture and brand systems, introduction of product brands, brand management in the B2B segment, or increasing revenue through the brand. Whether he works with global DAX-30 corporations, highly specialized hidden champions, or family operated SMEs - Jürgen Gietl knows the problems of these companies like nobody else. He and his team develop tailor-made brand strategies and help with implementing them in the organizations. His methods have convinced not only the management boards, but also the specialist departments, whose employees eagerly transport the results of his work into the companies as brand ambassadors.

Jürgen Gietl has been on board since BrandTrust was founded in 2003. Before BrandTrust, he was responsible for strategic marketing for one of Germany's largest automotive suppliers. While there, he made critical contributions to the corporation's exorbitant growth, so he knows exactly what operative issues and problems are important to his clients. He has a particular passion for networking in order to advance the recent topic of brand excellence of technology brands: For instance, he is a co-founder of the German Expert Committee for Technology Brands, and a member of the Wissensfabrik (Knowledge Factory) and other formats.

The Brand Expert

Sector Focus



Technology & Automotive



Chemicals, Energy
& Materials

Brand Consulting Focus

- Sustainable strengthening of technology brands
- Management and positioning of B2B brands
- Brand resilience in the age of digitalization, skills shortage, and disruption
- Brand indifference and the value-adding potential for companies
- Passing on corporate merits to the next generation

The Speaker:

Jürgen Gietl's lectures are imbued with his many years of practical experience and his profound knowledge of the challenges that all industrial companies face – from family business to listed corporation. With empathy and a high degree of practical relevance, he conveys knowledge and inspiration.

As a sought-after speaker, Jürgen Gietl can usually be found at important industry congresses, like the Gipfeltreffen der Weltmarktführer (Summit of World Market Leaders), the B2B Brand Conference, or the Conference of the Future of Brand Management. Like no other speaker, he is able to show his audiences in their own language that successful industrial brands are backed by concrete peak performances and great inventions which, condensed into the core performance, make the brand a real value-adding instrument. His focus is always on the sustainability of brands and brand systems – in the global, digital world.

Lecture Focus:

- The effect of brands on the process of corporate succession
- Marke als Instrument für eine erfolgreiche Restrukturierung
- Brands as value drivers in the M&A process
- Conveying performance: Increasing value instead of lowering prices

Contact

Brand Trust GmbH
Pfannenschmiedsgasse 1
90402 Nürnberg

P +49 (0)911 933 57 80
E you-are-welcome@brand-trust.de

Brand
Trust

BRAND STRATEGY
CONSULTANTS



Publications

- Value Branding: Vom hochwertigen Produkt zur wertvollen Marke *
- Made in Germany 4.0: die große BrandTrust Technologiemarken-Studie *
- B2B Marken in der Praxis *
- Die BrandTrust Indifferenz-Studie – Wenn den Konsumenten die Marken egal sind – was tun? *

The Author:

Jürgen Gietl sees himself as an enabler and enjoys sharing his brand expertise with brand managers. He is published in all major industry periodicals and booked internationally for speaking engagements. He teaches at Luzern University and wrote the first text book about technology brands, which quickly became standard reading in this specialized and highly dynamic business sector. As a brand expert, he is often interviewed and quoted on current developments by business and technology media.