



Larry Gulko is recognized for successfully launching over 25 brands in the consumer goods, lifestyle/luxury, healthcare, and technology markets. Organizations have spanned early stage companies, emerging growth businesses and entrepreneurial ventures to the Fortune 500. He is recognized as a ‘trendsetter and trend spotter’, thrives on building best-selling brands, creating category leaders, enhancing brand equity, and creating great business stories leveraging his wealth of brand building, entrepreneurship, and strategic marketing expertise.

Larry’s core business philosophy focuses on Ralph Waldo Emerson’s mantra - “Do not go where the path may lead; go instead where there is no path and leave a trail.” He provides leadership direction as a visionary creating bold and disruptive strategies to uniquely position brands to compete more effectively in today’s rapidly evolving and ever-changing business landscape.

He founded and moderates the annual CEO Brand Leadership Roundtable at the Harvard Business School, now celebrating its 11th year. 40 Fortune 500 CEOs and other high-profile executives representing iconic brands have participated in this popular event well known for being educational, inspirational, and entertaining. Larry created Brands With A Purpose, a deep dive ‘Fireside Chat’ CEO breakfast series at The Harvard Club where he interviews corporate executives on corporate social responsibility, philanthropic philosophy and endeavors.

Larry, along with Roger Berkowitz, co-hosts CBS Boston/WBZ-TV Name Brands, a CEO Brand Leadership podcast series. This insightful, engaging, and entertaining talk show showcases leading brands and their CEOs sharing their vision and remarkable business stories.

Larry is a sought-aft...

Larry Gulko

Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Management
- ☐ Leadership
- ☐ Creativity
- ☐ Communications

