



JP Kuehlwein is a global brand builder, accomplished business leader and recognized strategy expert. He has a 20+ year track record of creating or re-positioning brands that then win in the market. JP's diverse experience ranges from introducing the concept of disposable diapers and Pampers brands to India and South-East Asia to reviving an iconic New York Hair Care and Prestige salon services business.

Before co-founding the brand consultancy 'Ueber-Brands' in 2016, JP was Executive Vice President of Frédéric Fekkai and Managing Director of Global Strategy & Innovation, Premium Products at P&G.

Based out of New York City, JP is on the industry advisory board of the Fashion Institute of Technology (FIT, NY), the CMO Council (San Francisco) and L2 Inc. (NYC) as well as an External Director of Smith & Norbu, a Hong Kong-based maker of luxury optical frames and accessories.

JP has co-authored the best-selling "Rethinking Prestige Branding - Secrets of the Ueber-Brands" (Kogan Page, 2015), which is becoming a marketer's reference book. It reveals the success drivers behind some one hundred premium brands across industries. With his co-author Wolf Schaefer, JP advocates to put 'myth back into marketing' to 'seduce rather than sell' for a brand to be esteemed beyond size, price or performance. Their blog-cast 'Ueber-Brands' and related events are sought-after by marketing leaders around the world.

JP is regularly engaged in consulting, public speaking and teaching in English, French and German. He has been named 'Inspiring Marketer of the Year 2015' by the Association of National Advertisers / The Internationalist.

JP Kuehlwein

Speech Topics

- Marketing
- Leadership
- Business Speakers
- Branding



Testimonials

"JP Kuehlwein's presentation to members of The Luxury Marketing Council, faculty and graduate students at the Fashion Institute of Technology last October was one of the highlights of our 2015 program. The insights contained in his book "Rethinking Prestige Branding: Secrets of the Ueber-brands" serve as a compelling call to action for all luxury marketers. JP's work is one of the most comprehensive and compelling compendiums of best marketing practices and guide to raising the bar in how luxury marketers can better surprise and delight their best customers. I routinely give copies of his book to new Council members as a thanks for their membership and to members who want to push the envelope and revitalize their marketing strategies and tactics."

- - Founder & Chairman The Luxury Marketing Council .

JP delivered an outstanding two-hour presentation with some eye-opening and provocative thoughts on premium & super-premium beauty brand building. The audience especially appreciated JP's interactive style (despite the large crowd) and the vast array of examples from across different industries. We would welcome him again any time!"

- , Capability Leader Procter & Gamble Specialty Beauty.