

Guido van Garderen

Executive Director Strategy

A thought leader on Nation and City branding, Guido helps organizations identify their competitive edge and create distinctive brands that drive long-term growth.

Prior to his commencement as the Head of Strategy for Central and Eastern Europe, Guido led for three years the strategy team of Interbrand in Africa and taught for a semester brand strategy at Tufts University.

Formerly the managing director and founder of an Amsterdam based marketing and communication agency, he was directly involved with the campaigns of clients such as Disneyland Paris, Omo from Unilever, Comedy Central, UNICEF, Burgers Zoo, Technical University Delft and Nickelodeon. After a decade of award winning campaigns, Guido sold the company in 2012 to combine his practical experience with the latest academic insights at Harvard University.

Born in the Netherlands, Guido is fluent in English and Dutch, speaks German at an intermediate level and Spanish at a beginners level. He holds a bachelor in International Business and Management Studies from the Amsterdam School of Business and the University of Macau, a Master in Political Science: International Relations from the University of Amsterdam and a Mid-Career Master in Public Administration from Harvard University.

Selected brands Guido worked for at Interbrand:

Aliko Dangote Foundation, Braeburn Schools, Bestmed, Interswitch, Quickteller, Verve, Brand Kenya, Strathmore Business School, Bill and Melinda Gates Foundation, FBN Quest, Henley Business School and First Bank Nigeria.

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