

GREG KIHLLSTRÖM

the
agile
world

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GREG KIHLLSTRÖM - Bio

Greg is an entrepreneur, author and speaker. He is currently President and Chief Experience Officer at Cravety, and was formerly SVP of Experience at Yes& after Carousel30, a digital agency he started in 2003 which was acquired by the agency. He is an award-winning creative director and digital strategist who has worked with top brands, including AOL, Choice Hotels, Coca-Cola, GEICO, Marriott Hotels, MTV, Starbucks, Toyota and United Nations. He was the founding Chair of the American Advertising Federation's National Innovation Committee, and served on the Virginia Tech Pamplin College of Business Marketing Industry Mentorship Board.



Greg's latest book, *The Agile Consumer* (2019) explores the most recent shifts in the brand-consumer relationship and how companies must become more agile across their entire operation to remain successful. His previous book, *The Agile Brand* (2018), follows the evolution of branding from its beginnings to the authentic relationship with brands that modern consumers want, and gives practical examples of what you can do to create a more modern, agile brand while staying true to your core values. His first book, *The Agile Web* (2016), discusses the changing landscape of digital marketing and customer experience. His podcast, *The Agile World*, launched in early 2019 and discusses brand strategy, marketing, and customer experience.

Greg was named a 2018 and 2015 50 on Fire winner from DC Inno as one of DC's trendsetters in Marketing. He is a regular contributing writer to Forbes, and has been featured in publications such as Advertising Age, SmartCEO, Website Magazine, and The Washington Post. He's participated as a keynote speaker, panelist and moderator at industry events around the world including Internet Week New York, Internet Summit, EventTech, SMX Social Media, Social Media Week, Mid-Atlantic Marketing Summit, ABA Bank Marketing Summit, and VMworld. He has guest lectured at several schools including VCU Brandcenter, Georgetown University, Duke University, American University, University of Maryland, Howard University and Virginia Tech.

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