

Warren Kornblum

“Notes from the Brand Stand”

“Share of Heart” – The Key to Building consumer Loyalty

“Differentiation; It’s the only way to survive in a Wal-Mart World”

Warren Kornblum is America’s most sought after speaker when it comes to topics including; Branding, Emotional Marketing (he talks about “Surviving in a Wal-Mart World”). His Keynotes have been receiving rave reviews with audiences from 100 to 1500 making him one of the hottest marketing presenters out there.

Kornblum is the former Chief Marketing Officer for Toys “R” Us where he was responsible for all of the company’s divisions on a global basis. He served on the Toys “R” Us, Inc. Executive Committee for over five years. Warren has first hand experience in dealing with change, managing a world class brand and provides unique insights into how all facets of an organization should take ownership of their brand and utilize it to their personal and collective advantage.

His accomplishments at Toys “R” Us are highly regarded including the creation of “Geoffrey” the “spokes giraffe”, serving as one of the key members who created the company’s flagship store in Times Square and leading marketing and creative endeavors for all “R” Us businesses throughout his tenure at the Fortune 200 company.

Prior to Toys “R” Us , Warren spent two decades at the helm of advertising agencies and is a highly awarded creative thinker. His talks cover branding, marketing and creative insights gleaned from years on marketing’s front line.

Kornblum’s presentations are both inspirational and motivational. He believes that this new adventure as a professional speaker provides the perfect opportunity to share his experiences, his passion for brand excellence and very importantly, it affords him the chance to truly make a difference on behalf of the audiences he addresses.

A recent quote from the Retail Advertising and Marketing Association:

“Warren Kornblum spoke at RAC 2004, a retail marketing conference attended by more than 1,000 professionals. His scores with the audience were very high...among the best ever in our 52 year history. I personally was totally impressed with Warren’s ability to inspire, lead, inform and entertain a very sophisticated crowd. I will definitely invite Warren back to speak in the future.”

Tom Holliday, President - RAMA