

# Luis Gallardo

## Author at Thap Group

New York City, NY, US

Author of Brands & Rousers. Brand Strategist. International Marketing and Communications expert. THAP founder.

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## Biography

Luis Gallardo is a Global Brand, Marketing & Communications leader and expert in in the areas of strategic brand management, brand engagement, brand expression, marketing, communications, business development and reputation management. Former Managing Director of Global Brand & Marketing at Deloitte. In this role, Luis provided leadership to Deloitte's member firm marketing and communications network (more than 3,000 Marketing and Communications professionals) in 150 countries. Over the years, Luis was instrumental in attaining for Deloitte the marketplace recognition it deserved. Deloitte became the #1 professional services practice globally in FY2010. Today, the Deloitte brand is one of the most admired brands within the professional services industry, and is consistently featured as a top employer of choice around the world. Prior to joining Deloitte, Luis was the founder and CEO of Deep Communications Group, a strategic agency specializing in Brand, Marketing, and Communications Management for multiple clients based primarily in Europe and the United States. Luis also has experience leading market research agencies as the Executive Director of media planning and research group AccesoGroup, and as Chief Marketing Officer of several high growth organizations. Luis collaborates and teaches Reputation and Brand Management at IMD, IESE, ESADE, IE, and EOI. He is also frequently called on as a keynote speaker at numerous events around the world to discuss topics related to branding and how Think Holistic, Act Personal is the key to helping businesses succeed in today's global economy. Luis earned a MBA from IMD in Switzerland, and a MA in International Relations from Lancaster University in the UK. Luis also received undergraduate degrees in Political Science and International Relations, and International Marketing and Foreign Trade from Universidad Complutense in Spain and Newcastle University in the UK.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Management Consulting, Corporate Leadership, Public Relations and Communications, Advertising/Marketing

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## Areas of Expertise

Business Strategy, Marketing Communications, Brand Strategy, Business Transformation, Change Management

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## **Affiliations**

IAA, dircom, AMA

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## **Sample Talks**

### **Building your Future Employer Brand**

Luis held a session entitled "Build your Future Employer Brand" and the audience bought into the main idea: What does a brand stand for? What does it want to be known for? As he rightly pointed out, so many professionals in the field don't know the answers to these questions and if they do, they might just be off track. Our mission as branding professionals is to be focused on the bigger picture and always strive to get people aligned.

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## **Event Appearances**

### **It's People-to-People and Not B2B**

Universum Awards

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## **Education**

**IMD (International Institute for Management Development) - Business Programs**  
EMBA MBA

**Universidad Complutense de Madrid**  
Licenciatura Ciencias Políticas y Sociología

**IMD (International Institute for Management Development) - Business Programs**  
PED Program for Executive Development

**University of Newcastle-upon-Tyne**  
Politics International Relations

**Lancaster University**  
MA International Relations, Peace Studies

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## **Accomplishments**

### **Global CMO at Deloitte**

From 2003 to 2012 Luis helped Deloitte to become the #1 professional services organization worldwide. Leading a Brand, Marketing and Communications network of 3,000 professionals in 150 countries.

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## Testimonials

### Christopher Van Mossevelde

Meeting with Luis Gallardo, one of the speakers at the Universum Awards in Sweden, one couldn't help but acknowledge the charisma and warmth of this man. Luis is the founder and CEO of ThapGroup, a consultancy that helps companies adopt the: Think Holistic Act Personal business philosophy. Previously, he was managing director of global brand and marketing at Deloitte.

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