

# KAI D WRIGHT



**Affiliation:** Lecturer at Columbia University and global consulting partner at Ogilvy.

**Ideas:** Surviving in the digital age requires a new approach to brand building and a different set of tools. Successful branding depends on a deep understanding of consumer psychology, combined with an appreciation for how technology has impacted and re-shaped human behaviour.

**Content:** Follow the Feeling: Brand Building in a Noisy World (Wiley, 2019) provides a framework – LAVEC – for building a powerful brand that capitalizes on human responses to lexicon, audio cues, visual stimuli, experience and culture.

**Bio:** Specializing in big launches, he has worked on the management team for a \$100 million media platform founded by Sean Diddy Combs, started a tech accelerator for Atom Factory, developed strategy for album launches and managed strategic planning for \$100 million integrated marketing campaigns. In 2016, he launched Harlem Tech Village to apply scalable solutions to closing the tech access and education gap for young adults. He has a masters in strategic communication from Columbia University and a bachelors in economics from the University of Chicago.

**Verdict:** “A must-have resource for anyone from C-Suite executives to aspiring entrepreneurs seeking to unleash the full potential of their brand.” GoodReads

**Website:** [kaidwright.com](http://kaidwright.com)

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