

Wally Olins



Wally Olins is a co-founder of Wolff Olins and was Chairman of the company until 1997. He is Chairman of Saffron Brand Consultants. He was awarded a CBE in 1999. He was nominated for the Prince Philip Designers Prize in 1999 and received the Royal Society of Arts' Bicentenary Medal for his contribution to design and marketing.

Wally Olins has written several books including the seminal work 'Corporate Identity', first published in 1989 and reprinted many times, in many languages. "Trading Identities - how countries and companies are taking on each others' roles" was published by The Foreign Policy Centre, the UK Foreign Office think tank.

His new book "Wally Olins On Brand" has just been published.

He has advised many of the world's leading organisations on identity, branding, communication and related matters; these include 3i, Akzo-Nobel, Repsol, Q8, Tata, The Portuguese Tourist Board, BT, Prudential, Renault and Volkswagen. He has also worked with a number of countries on branding issues. He has acted as advisor to major strategic consultancies.

Expertise

He is one of the world's most experienced practitioners of corporate identity and branding. His main interests are the big ideas behind organisations, and mergers and acquisitions. He has a particular interest in and experience of the branding of regions and nations.

Engagements

He is currently Visiting Fellow at Said Business School in Oxford, and Visiting Professor at Lancaster University and Copenhagen Business School, and holds seminars on branding and communication issues around the world.

Personal

Wally Olins was born in London, educated at Oxford, is married and has four children.

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Further Information

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