

# PROFESSIONAL Speaker 's Profile

## Jerome Joseph



Association of Professional  
Trainers (Singapore)

Genuine + Professional + Integrity



### Jerome Joseph

**Strategic Brand Expert & Information  
Entrepreneur**

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## “ Personal Branding for Speakers & Trainers ”

Jerome Joseph is a Strategic Brand Expert and an Information Entrepreneur who brings a strong array of keynotes, programs and seminars to the meeting room. His content driven and entertaining speeches captivate audiences and provide them with a plethora of information about branding and marketing strategies.

Jerome started his career in corporate communications in 1992 and went on to work in international marketing communications, public relations and brand agencies both in Singapore and Australia. Having consulted more than 1000 organizations in his 15 year career and speaking to companies around the world, Jerome preaches bold, innovative "out of the box" experience marketing and integrated brand communication strategies to build and grow your brand both externally and internally.

Jerome Joseph works with management teams to grasp the nature of the emerging functions of the Experience Mindset and envision their role in it - whether it be staging brand experiences or guiding brand transformations.

Jerome is also a visiting lecturer for Communication, Marketing and Business programs at Thames and Management Development Institute Singapore as well as for various universities such as Edith Cowan University (Australia, Perth), Southern Cross University (Australia, Victoria), University of Southern Queensland (Australia, Queensland), Oklahoma University (USA).