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Jörg has worked in Advertising, Branding and Communication for twenty five years, half of them in Asia, both on the client- and agency-side. He built a global network for Audi based out of London, ran DDB China, opened DDB Berlin and looked after multinational clients for BBDO Asia based out of Hong Kong. Most recently, he was the Global Head of Creative and Sales Media at AUDI AG.

He has been running his own brand consultancy, Jorg Dietzel Brand Consultants Pte Ltd, since 2005.

Jörg has taught Advertising, Promotional Management and Strategic Brand Management at the Business Schools of both NUS and SMU. Jörg is also widely published, with his book "Create Connect Convince – Fundamentals of Advertising, Branding and Communication" published by Marshall Cavendish Business in August 2008.