



## Fabian Geyrhalter Bio

### SHORT VERSION:

Renowned Brand Strategist and Creative Director Fabian Geyrhalter is a prolific author and speaker on the subject of branding. He is the founder and principal of Los Angeles-based brand consultancy FINIEN. Geyrhalter's best-selling book *'How to Launch a Brand'* became a go-to resource for entrepreneurs and creatives alike. His latest book is *'Bigger Than This - How to turn any venture into an admired brand.'*

### LONG VERSION:

Renowned Brand Strategist and Creative Director Fabian Geyrhalter is a prolific author and speaker on the subject of branding. He is the founder and principal of Los Angeles-based brand consultancy FINIEN.

Geyrhalter is a columnist for Forbes and Inc and has been published by the likes of The Washington Post, Entrepreneur and Mashable.

His best-selling book *'How to Launch a Brand'* became a go-to resource for entrepreneurs and creatives alike. His latest book is *'Bigger Than This - How to turn any venture into an admired brand.'*

Geyrhalter is also the host of *'Hitting The Mark,'* a podcast about the intersection of brand clarity and startup success.

Through his consultancy, Geyrhalter works hands-on with medium-sized to large corporations on crafting strategic, verbal and visual brand clarity. His client list includes Honeywell, United Way, Warner Brothers, and Goodwill.

Geyrhalter is a distinguished "Global 100" mentor at the Founder Institute and has held adjunct professor positions at ArtCenter College of Design and USC.