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Business innovation is a hot topic – especially in today’s economic climate, in which a genuine understanding of the changing market and empathy with the customer is essential for survival. For many years, some organisations have paid lip service to user-driven initiatives – focusing instead on product marketing and production.

Companies like SAMSUNG, SONY and LEGO have consistently prioritised creating delight in their consumers. Even for them, it hasn’t always been easy sailing; Anand’s first hand experience with navigating the opportunities and challenges on behalf of these cutting edge organisations yields powerful lessons for multinationals and SMEs alike.

Anand has worked for both LEGO and SONY across Europe – including as a Director at LEGO Vision Lab – uncovering what’s next in branding innovation.

More recently, he was the Director at IDEO, ranked by BusinessWeek in the top 25 most innovative companies in the world (IDEO does consulting work for the other 24).

Anand is now Managing Director at Stoic – a leading Danish branding & innovation consultancy that helped establish SAMSUNG as the number one CE brand in Scandinavia today.