



THE CHIEF BRAND ACCELERATOR™

BERNT ULLMANN, CBA

ABOUT BERNT ULLMANN

Often referred to as “The Man Behind the Brands”, Mr. Ullmann has been the trusted business acceleration expert for top fashion moguls and billionaires such as Daymond John, Eddie Lampert, and Tommy Hilfiger.

Mr. Ullmann is arguably the world’s leading expert in celebrity brand development, brand management, licensing and distribution, and monetization having contributed to the successful launches of brands for clients including Jennifer Lopez, Adam Levine, Nicki Minaj and many others. The brands he has worked with have generated over \$6 billion dollars in global sales which includes FUBU International (\$700 million in annual sales) and Phat Fashions (\$800 million in annual sales). He has negotiated highly lucrative brand deals including the largest celebrity brand deal in history (\$3.5 billion).

Mr. Ullmann is the CEO of Celebrity Lifestyle Brands, a brand development company that leverages the social media followings of celebrities and influencers to launch product and apparel brands in the digital marketplace.

SUGGESTED INTERVIEW QUESTIONS

- How did LL Cool J hijack a \$30 million GAP commercial to promote FUBU?
- How did Tommy Hilfiger use the game Hangman to promote his now iconic billion dollar fashion brand?
- What was it like spending two days in Jennifer Lopez's closet?
- What was it like to be a part of negotiating and closing the largest celebrity brand deal in history?
- Why do brands in today's marketplace need to have a presence on social media?

SUGGESTED INTERVIEW TOPICS

- The 7 Steps to Creating Wealth Through Brand Equity.
- How to Build a \$100M brand.
- How to Accelerate Your Brand and Business Through Licensing.
- How to Get Your Customers to Happily Pay You More Than Your Competitors.
- Why Your Brand Must Evoke A Strong Emotional Response.

*To book Mr. Ullmann please contact:
admin@celebritylifestylebrands.com*

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