

Access to Experts

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JP Kuehlwein is the co-founder of ‘Ueber-Brands’ a firm that helps owners elevate their brands to make them peerless, priceless and profitable. He previously was Executive Vice President at Frédéric Fekkai & Co, a prestige salon- and retail hair care business and served as Brand Director and Global Director of Strategy at multinational Procter & Gamble, based in Germany, the US, Singapore, Hong Kong and finally in New York.

JP is a recognized brand builder with a 25+ year track record of translating consumer insights into propositions that generate more than a billion dollars in sales today.

He is also a faculty member at NYU - Stern School of Business and an advisory board member at the CFMM Master's Program of the Fashion Institute of Technology, both in New York City. He has co-authored “Rethinking Prestige Branding – Secrets of the Ueber-Brands” (Kogan Page, 2015) with Wolfgang Schaefer, a reference book for those building premium brands across industries.

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