

Leadership on the Scale:

Who can you help people become?

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FORUM

Thomas **KOLSTER**

“Mr. Goodvertising”, Post Purpose Preacher,
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Keynote Speaker and Author.



Thomas Kolster is a frontrunner and one of the most recognised thinkers globally where marketing, business and sustainability meet. He has written two books Goodvertising (Thames & Hudson 2012) and The Hero Trap (Taylor and Francis, 2020). With his first book Kolster popularised the term Goodvertising to describe advertising delivering positive environmental or societal benefits. With his second book he forewarned about a post-purpose market, where people don't buy your values or your “why”, but rather who you can help them become. He continuously challenges the status-quo with his vocal, and often provocative, views on values, purpose, and leadership.

Thomas is an international keynote speaker who has featured in over 80 countries for companies like Meta, adidas, P&G, and IKEA, to conferences like TEDx, SWSW and Advertising Week. As the founder of the Goodvertising Agency, he advises Fortune 500 companies, start-ups, non-profits and governments on more creative strategic approaches to brand and business impact. His pen rarely rests as he writes for the likes of The Guardian, Ad Age, and Adweek. Monthly, Thomas joins Adage's podcast Purpose Hits and Misses taking a critical look at global purpose campaigns. Together with climate solutions platform, We don't have time, he runs a streaming show called Climate Punk, where he interviews diverse people in the climate space.

Thomas continues to drive industry change through his active participation in leading forums, such as The International Advertising Association's Sustainability Council, D&AD's Impact Council and Act Responsible. He helps to promote best practice as go-to judge of top award shows such as Cannes Lions and D&AD. Thomas is also an eager entrepreneur and has launched impact platforms such as Projector, WhereGoodGrows and ImpactPimp because his belief is simple: Change begins with you!



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