

# Lazar Džamić

brand strategist, data scientist, storyteller, digital trailblazer

After being the head of brand planning at Google Zoo, and with more than 20 years of strategic marketing experience, Lazar is one of the leading brand and marketing strategists in Europe. From the stage and the classroom, he shares his experience and know-how with the world's largest companies to help them develop and curate authentic attention and brand relevance.

Lazar speaks with authority on why resonant marketing content is crucial for driving deep customer engagement that leads to commercial

success. His memorable storytelling transforms audiences, giving them the insights to integrate a brand's purpose into the core of their business communications. Lazar is often asked to help leaders and companies adapt his marketing frameworks to launch new profitable business models and internal innovation strategies.

Lazar's wealth of experience and a lengthy track record as a trusted adviser to major brands like P&G, Unilever, PwC and Virgin has enabled him to test and prove his fervent belief that meaningfully connecting a company's data to their

unique story engages people both intellectually, and emotionally, at exponential rates.

His accessible charm enables the ideas he shares to resonate across industries and organisations, helping anyone to rethink what attention marketing does to create stand-out business formulas.

Audiences worldwide praise Lazar's inquisitive mindset and continual provocations into the data, digital and business strategies that are defining tomorrow's most sustainable and profound brands.

## 5 THINGS YOU MIGHT NOT KNOW ABOUT LAZAR DŽAMIĆ

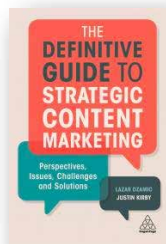
1. Was awarded three times as a 'Top 10' digital player on Marketing Direct's Power 100 list;
2. Is an advocate of meaningful communication in marketing and advertising: i.e. combining rich data with customer interactions to create branded experiences that have a larger purpose than just selling something;
3. Lecturer on the MBA Programme at Business School Lausanne, Europe's highly esteemed and leading innovator in business education;
4. Co-wrote the book on the future of marketing: 'The Definitive Guide to Content Marketing,' which clarifies how the customer journey is now anybody's game (and what to do about it);
5. First person ever to be featured in the Original Magazine twice, which is published by the Novak Djokovic Foundation.



Immigration Mindset: <https://youtu.be/P9kxZbSkDyU>

Why Content Marketing: <https://youtu.be/X8bY7qe6-tk>

3H Video Framework: <https://youtu.be/Ycjkx8CqKg>



Lazar's teaching style reflects Albert Einstein's dictum that 'if you can't explain something simply you don't really understand it'. You will appreciate the opportunity to learn from his rich experience.

Tanja Petrovic, Coca Cola

Via his talks and workshops, Lazar took us through with unparalleled simplicity, inspiration and a raft of brilliant examples, managing to pass on his rich knowledge and experience of digital and data-driven marketing.

Katarina Sibalic, Strauss brands

