JP Kuehlwein is the Marketing Institute Leader at The Conference Board. In addition, he is 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 Adjunct Professor of Marketing at NYU Stern and Columbia University’s Graduate 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 the books, *Brand Elevation – Lessons in Ueber-Branding and Rethinking Prestige Branding – Secrets of the Ueber-Brands*, reference books for those building premium brands across industries.