

Ideas with practical *consequence.*

ANDREAS SMIT

Group Executive · Speaker · BTL Strategist

Andreas Smit works at the intersection of brand strategy, experiential marketing, shopper behaviour and commercial execution. He makes complex strategic thinking clear, direct and useful for leaders accountable for what happens in the real market.



SIGNATURE TOPICS

- 01 Strategy Before Tactics
- 02 What Makes BTL Marketing Actually Work
- 03 How Experiential Drives Growth
- 04 Shopper Marketing in the Real World
- 05 Connecting Brand to Commercial Outcomes
- 06 Better Decision-Making for Marketing Leaders

AVAILABLE FOR

- Keynotes
- Panels and roundtables
- Podcast and media interviews
- Leadership and team sessions

BOOKING ENQUIRIES

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