

Kai Wright



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Kai D. Wright helps busy executives, celebrities, and founders grow their brands by applying creativity strategically. He has been recognized as a leader by Forbes, Inc, Adweek, and the Advertising Research Foundation. He specializes in the convergence of communication, technology, culture, and digital.

Since 2012, he has been a scholar in practice at Columbia University, teaching two semesters annually. His newest book, "Follow the Feeling," reveals branding secrets based on research from 1,500 fast-growing companies from Alibaba to Zara (Wiley, August 2019).

In addition to teaching, Mr. Wright serves as a global consulting partner at Ogilvy. He has a masters in communication from Columbia University and a bachelors in economics from The University of Chicago.