



**Jerry Ketel**  
Culture of Future **Strategist**

As an associate of Culture of Future, Jerry Ketel is dedicated to revealing the greatest possibilities of fate and fortune for business, society and individuals. Ketel's focus is to help translate trends into actionable results.

As a strategist, writer, brand philosopher and artist, Ketel lives on the West Coast of the United States. A disciple of creative thought leaders Mihaly Csikszentmihalyi, Howard Gardner and Stanley Krippner, he has worked with international brands such as Apple and Starbucks. Jerry is the founder of Leopold Ketel & Partners, a consultancy dedicated to the expression of humanistic values in the brand discipline for elite clients such as Pendleton Whisky, Tillamook Cheese and Benchmade Knives.

His work and the work of his teams have been recognized by the likes of Graphis, Communication Arts, D&AD, the Webbys, the Effies, I.D. Magazine and the Museum of Modern Art.

