



VICOMTE

SINCE 2013

VICOMTE WAS TRUSTED BY **ALL THESE BRANDS**

Owner-centric marketing advice, teaching & keynotes,
and paying it forward — the organizations Chris R.
Burggraeve has worked with, taught, and supported.

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1/3 Advising Entrepreneurs

With skin in the game

Since 2013, Vicomte has had the honor to work with some of the biggest, best and most iconic brands around the world, as well as with scrappy new founder-led businesses.

In these last ones I have (or had) skin in the game where possible. No risk, no glory. It makes the advice more than just consultancy. Some new ventures worked brilliantly, with great exits, while others failed. Part of entrepreneurship. Plenty battlescars and learning benefiting the next ones.

I love to help farm Brands, to nurture them, to reinvent them, to sell them, or even to kill them. In a brand-based business model, Brands should always remain a means to an end, never become the end.

