



Lan Nguyen Chaplin, Ph.D.

Professor | Northwestern University



Speaker | Branding Expert | Career Coach



~3,000 global presentations



~140,000 in person + countless virtual attendees



Top 50 Undegraduate Business Professors in the World

BOOK ME

Lan@Northwestern.edu
Lanchaplin.com



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From the youngest of 14 in a Vietnamese refugee family to your stage . . .

I deliver transformative talks that ignite resilience, bridge generational divides, and empower audiences to overcome obstacles. I don't just inspire. As a branding expert and award-winning marketing researcher and professor, I equip individuals and teams with research-based strategies to define, elevate, and amplify their personal and organizational brands.

Global Media Features

The New York Times

FORTUNE

TIME

Forbes

NEW YORK
nymag.com

NATIONAL GEOGRAPHIC

SCIENTIFIC AMERICAN

YAHOO!
NEWS

msn

yahoo! life

POPULAR SCIENCE

GLAMOUR

MoneyTalks NEWS

CBS NEWS

The Atlantic

Psychology Today

YAHOO!
Finance

abc NEWS RADIO

CBC news

CNBC

YAHOO!
PARENTING

Smithsonian
magazine

Sample Topics

- Do You Have Gravitas?
- Elevating Your Personal Brand
- Leading Side-by-Side with AI
- Leading with Authenticity
- Your Strength Within: Leading with Vulnerability
- CONTACT me for more topics

Publication Highlights

Science

Harvard Business Review

SCIENTIFIC AMERICAN

JCR

Journal of
Consumer Research

POPULAR SCIENCE

Book Me For

- *In-person or Virtual
- Keynotes
- Plenaries
- Panels
- Workshops
- Seminars
- Presentations
- Podcasts
- Webinars
- Explainer Videos
- Team Building
- Career Coaching

Testimonials

"Lan is an outstanding marketing professional with unrivaled know how and creativity when it comes to subject matter surrounding "Brand" and brand management. Lan is well known in the branding arena and has a very impressive list of companies and individuals that she has worked with, and whom draw upon her knowledge as a subject expert with regards to Branding....Lan is extremely personable and easy to work with and is the rare type of individual who is immensely talented, full of expertise, and yet is very well grounded in her life and work thereby making her a desirable talent who is easy and fun to work with. If you need a resource, branding professional, reference or guidance with regard to branding and or marketing, I can't think of another person that I would recommend over Lan Chaplin." [Ryan S.]

"Lan has a gift for helping others find their voice, own their story, and step confidently into their potential. Her insights on gravitas, vulnerability, and navigating your career with authenticity gave me the courage to grow, not just professionally, but personally. If you're looking for a speaker who's innovative, dynamic, and genuinely transformative, Lan Nguyen Chaplin is it." [Stefano Q.]

"Dr. Chaplin is a consummate professional. She is a gifted public speaker and teacher, with an unparalleled expertise in the understanding of young consumers. If you are looking for someone to represent your interests in this domain, you cannot do better!" [Ron H.]

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