

David Kincaid – Bio



David Kincaid is among the most recognized and respected opinion leaders in the field of North American brand management. He is the Founder and Managing Partner of Level5 Strategy, one of Canada's leading strategic brand consultancies.

Prior to starting Level5, David was Chief Marketing Officer at Corus Entertainment where he helped set the organization's corporate vision, values and positioning. Before Corus, David was Senior Vice-President of Marketing and Strategic Planning at Labatt Breweries of Canada, where he led the company's expansion into the United States, Mexico and the Dominican Republic with successful turnaround and launches of brands such as Budweiser, Stella Artois and Keith's.

Through the 80's he worked at American Express and General Foods.

David is a frequent lecturer and speaker at Canada's leading business schools and conferences and serves as Adjunct Professor of Marketing at the Smith School of Business, Queen's University. In 2013, David was recognized by his industry peers when he was inducted into the American Marketing Association's "Marketing Hall of Legends".

More recently, he has become a published business writer with the launch of his book – "The Value of a Promise Consistently Kept™" and The Brand Driven CEO.