

# Katarina Nilsson

Naming Strategist | Entrepreneur | Certified *Joy Of Business* Facilitator

Katarina Nilsson is an entrepreneur with 15 years' experience as a naming expert and strategist. She's also an artist and certified *Joy of Business* facilitator.

Through her business, Eqvarium, she has helped create names for some of the world's most recognisable brands such as Sony Ericsson, H&M, Toyota, Electrolux and BabyBjörn.

A renowned expert in naming strategy, Nilsson has been a keynote speaker at universities and organisations around Europe. She has a Master of Arts degree, has studied Branding and International Property Law and speaks several languages fluently, including Swedish, English, Spanish and German.

A passionate change agent, Katarina draws upon the tools and teachings of *Access Consciousness*™ and *Joy of Business* to support positive change for individuals and groups, whether it be expanding a business, unlocking creativity, inviting play and lightness into life or making changes for the better in the body.



## Press Topics

- Monetize your creativity
- How to create money with ease
- Unleash your creativity – be aware where you're stopping yourself
- The art of naming – what's the secret to a good brand name?
- Creativity for business; how can I achieve REAL innovation?
- Creation from relaxation – when business meets pleasure
- How to choose a profitable brand name
- How to increase sales by not thinking about the numbers
- How to run multiple businesses as single mum
- Getting out of depression and into expression