



About Warren Kornblum

Warren Kornblum has spent a lifetime building, guiding, and advising brands of all sizes—from global icons to family businesses and scrappy startups. As the former Global Chief Marketing Officer of Toys “R” Us, he managed marketing across all divisions worldwide and helped create one of the most beloved retail brands in history.

Today, through his firm Shadow Branding, Warren works with leaders who aim to inspire trust, not just make transactions. His new book, *Notes from the Brand Stand*, explores the timeless truths behind emotional connections in branding.

Book Warren Today!

Contact:

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Share of Heart

**Some Brands Capture Our Attention.
The Great Ones Win Our Hearts.**

Speaker: Warren Kornblum

Founder: Shadow Branding | Former Global CMO, Toys “R” Us

Author: Notes from the Brand Stand (releasing February 2026)

Overview

In today’s world of endless choices, people don’t just buy products—they buy what those products *represent*. Drawing from decades of experience leading and advising brands like Toys “R” Us, Rooms to Go, Serta Simmons, Casper, and more, Warren Kornblum shows how emotional connection—not awareness or price—drives lasting loyalty.

His core philosophy, “**Share of Heart**,” redefines how leaders approach brand development, employee culture, and customer relationships. In this impactful keynote, Warren combines storytelling, humor, and deep insights to demonstrate how companies can gain something more valuable than market share: *emotional loyalty*.

Key Takeaways

Audiences will discover how to:

- ♥ Build brands people love, not just recognize—turning awareness into advocacy.
- ♥ Lead with purpose and compassion—ensuring every customer interaction reinforces trust.
- ♥ Translate brand values into culture—align teams so that everyone embodies the brand daily.
- ♥ Earn “Share of Heart”—the ultimate indicator of enduring brand success.

Ideal Audiences

- ♥ Leadership teams and marketing organizations
- ♥ Retail, hospitality, and consumer product sectors
- ♥ Franchise, service, and experience-based businesses
- ♥ Entrepreneurs and startups looking to establish brand foundations
- ♥ Associations and conferences centered on marketing, leadership, or transformation

Popular Programs

- ♥ “Share of Heart: It’s the Ultimate Measure of Brand Loyalty”
- ♥ “The Power of Emotional Connection in a Rational World”

Format Options

- ♥ Keynote (45–60 minutes)
- ♥ Interactive Seminar (90 minutes–half day)
- ♥ Fireside Chat or Executive Roundtable (remote or in-person)