



MartinRoll BUSINESS & BRAND LEADERSHIP



MARTIN ROLL

**Business Leadership & Transformation Advisor.
CEO Mentor.**

Strategy & Brand Marketing Expert.
Best-selling Author



Martin Roll is a world-renowned thought-leader, CEO mentor and advisor to Fortune 100 and prominent business families on the most important issues in managing successful businesses and exercising great leadership.

Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses. He is the founder and CEO of Martin Roll Company, and brings with him more than 25 years of C-suite management experience.

Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures.

Martin Roll is an advisor to several global boards and prominent business families.

Martin Roll is a Senior Advisor to McKinsey & Company, and he is an Associate Fellow at The Institute on Asian Consumer Insight (ACI).

He is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. Martin Roll is in constant demand at more than 100 of the most global influential business conferences worldwide. He is available for conferences, seminars, workshops and internal executive meetings anywhere in the world.





He teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD and other leading global business schools.

Martin Roll is a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media. Martin Roll holds an MBA from INSEAD.

Martin Roll is the author of global bestseller “Asian Brand Strategy” (2015) and co-author of “The Future of Branding” (2016).

Management specialities: Leadership, Strategy, Innovation, Change & Transformations, Digital Transformation, Business Family Transformation & Transition, Business Coaching, C-level Mentoring, Business Consulting, Asia & Emerging Markets.

“Building successful global brands is – and will be – critical for the rapidly increasing number of Asian champions on the global stage. Martin Roll provides a compelling and practical roadmap on how to do this, based on his extensive experience advising Asian corporations.”

Dominic Barton, Global Managing Director, McKinsey & Company

Topics

- ✓ Leadership In The 21st Century
- ✓ Leadership & The Role Of The CEO
- ✓ Change & Transformation
- ✓ Digital & Business Transformation
- ✓ Marketing & Branding Excellence
- ✓ Family Business Transformation
- ✓ Asian Brand Strategy
- ✓ Emerging Markets Strategy

