



**Martin Roll**  
Business & Brand Strategist



## CSA CELEBRITY SPEAKERS

Martin Roll is a world-renowned thought-leader on value creation through brand equity driven by tremendous global experience and insights. He facilitates business leaders and organizations to think bold for future strategies. By focusing on building and managing successful businesses through iconic brands, Martin Roll helps boardrooms to enhance shareholder value and create sustainable competitive advantage, and brings more than 20 years of management experience.

**"Martin holds an MBA from INSEAD"**

### In detail

Martin Roll is a valuable contributor to any senior management discussion on the subject of leadership, innovation, growth, organizational excellence and brand equity, its close link to management and how it drives outstanding performance through shareholder value. He strides the industry-academia continuum and delivers superior value to his global audiences. He is a frequent guest lecturer at INSEAD, Nanyang Business Schools, CEIBS, and other leading business schools.

### What he offers you

Martin delivers the combined value of an experienced international branding strategist, a senior advisor to boards and management teams and an internationally renowned speaker and sought after workshop host.

### How he presents

Martin Roll is not only an accomplished speaker and presenter on a topic in which he demonstrates thorough knowledge; he is also a talented moderator of panel discussions. He is a valuable contributor to any forum, conference or discussion on the subject of brands.

### Topics

Branding Excellence - Driving Shareholder Value  
Brand Equity and Leadership  
Brand Leadership - The Role of the CEO  
Brands, Business and Leadership - New Growth and Performance  
Performance-driven Brand Marketing  
Corporate Brand Culture - Driving Brands through People  
Brand Leadership: Changing Momentum Amidst Economic Downturns  
Brand Leadership: The Role of the Executive Team  
What is your ROI? The Marketer's Quest to Measure Results  
Asian Brand Strategy - a New Paradigm for the Boardroom  
The Rise of Asian Brands - Threats and Opportunities  
The Chief Marketing Officer

### Languages

He presents in English and Danish.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2005

Asian Brand Strategy - awarded "Best Business Books 2006" by Strategy/Business