



## Martin Roll

**Business & Brand Expert**

*"World-renowned thought-leader and global business strategist"*

Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses. He is CEO of Martin Roll Company with more than 25 years of board & C-suite counselling experience.

### TOPICS:

- Leadership in the 21st Century
- Lead With Impact: How Authentic Leaders Drive Sustained Success
- Successful Global Change and Transformation Strategy
- The Customer-Centric and Growth-Driven Board: A New Board Agenda
- Transforming Global Business and Organization for the Digital Age
- Family Business Transformation and Transition - Best Global Practices
- Darlings and Dragons: How China and Asia Reshape The Global World
- Asian Brand Strategy: A New Paradigm

### LANGUAGES:

He presents in English and Danish.

### PUBLICATIONS:

- 2022** Family Business Strategy - Leading Future Paths With Impact
- 2016** The Future of Branding
- 2015** Asian Brand Strategy - Building and Sustaining Strong Global Brands in Asia - Revised and Updated - (awarded "Best Business Books 2006" by Strategy/Business)

### IN DETAIL:

Martin Roll is an advisor to several global boards and businesses and a mentor for next generation leaders in business families, start-ups, and high-growth companies. He has been a Senior Advisor to McKinsey & Company. Martin is a Distinguished Fellow and Entrepreneur in Residence at INSEAD. He teaches MBA, EMBA and Executive Education programs at INSEAD, CEIBS and Nanyang Business School and is a frequent guest lecturer at Wharton, Harvard and other leading business schools. Martin is also a Visiting Professor at China Europe International Business School (CEIBS). He is a columnist for INSEAD Knowledge, a prolific management writer and regular commentator in global media.

### WHAT HE OFFERS YOU:

Martin leverages his diverse global experiences and extensive business strategy and leadership insights on how to create, scale and sustain enduring, high-performing companies and organizations. Martin Roll is very experienced in counselling clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and diverse global cultures.

### HOW HE PRESENTS:

Martin Roll has vast experience as a world-renowned speaker and he is in constant demand at some of the most global influential business conferences worldwide.