

# MARTIN ROLL

LONDON  
SPEAKER  
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## BUSINESS & BRAND STRATEGIST, AUTHOR OF "ASIAN BRAND STRATEGY"

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



In a hyper connected and fast-paced, digitalized world, he counsels an impressive global client base on how to manage strong, winning brands through the impactful leadership of high-performing, customer-centric businesses. Martin Roll is a very inspiring, engaging and highly experienced global speaker providing deep expertise and rich experiences with great impact to captive audiences.

Martin Roll is the founder and CEO of Martin Roll Company and brings with him more than 25 years of top-level C-suite counselling experience. He 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 diverse cultures. He is an advisor to several global boards and prominent business families.

He is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and board level/ executive workshop facilitator. Martin Roll is in constant demand at some of the most influential business conferences and C-suite gatherings worldwide.

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. He is also an Associate Fellow at The Institute on Asian Consumer Insight (ACI) and has been a Senior Advisor to McKinsey & Company.

Martin Roll is a member of the global Advisory Council of Welspun Group (Mumbai), a non-executive board of director at the Scandinavian watch brand ORLO (Copenhagen) and a Senior Advisor to Cocoon Capital (Singapore).

He is an Entrepreneur in Residence at INSEAD.

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. He is the author of global bestseller "Asian Brand Strategy" (2015) and co-author of "The Future of Branding" (2016) with two new books in the pipeline.

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Martin Roll has lived in Asia for two decades and serve clients on all continents.

Martin Roll is a very experienced and accomplished global speaker and presenter. He is a powerful and authentic thought-leader with great authority and excellent command of the stage and any global senior audience – from large-scale to boardroom size. He delivers a wealth of actionable insights, perspectives and best global practices.

Martin Roll is in frequent demand at leading global summits and conferences and senior executive meetings around the globe.