

MARTIN ROLL

AUTHOR OF ASIAN BRAND STRATEGY
BUSINESS AND BRAND STRATEGIST, ADVISOR &
FACILITATOR

*A Leading Global Expert on Leadership,
Strategy and Branding*



MARTIN ROLL

about

Martin Roll is 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 in a hyper connected and fast-paced, digitalized world.

He advises clients 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 counselling 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 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 executive workshop facilitator. Martin Roll is in constant demand at some of the most influential business conferences worldwide.



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Best-selling author

Asian Brand Strategy was named “**Best Global Business Book**” by Strategy+Business magazine.

Towards 2020, a rapid changing landscape will emerge in Asia where the opportunities for Asian companies to benefit from **international branding** efforts will be **larger** than ever before. The growing **emphasis** on **shareholder value** and **brand strategy** to drive value will move up the boardroom agenda and become one of the most prominent drivers of value in Asia Pacific.

Asian Brand Strategy offers **insights, knowledge and perspectives** on Asian brands and **branding** as a strategic tool and provides a comprehensive **framework** for understanding Asian branding **strategies** and Asian brands, including **success stories** and **challenges** for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands, and it a **must-read** for Asian and Western **business leaders** as well as anyone interested in the most **exciting** region of the world.

The book presents the Asian Brand Leadership model illustrating the **paradigm shift** Asian brands need to undertake to **unleash** their **potential**.



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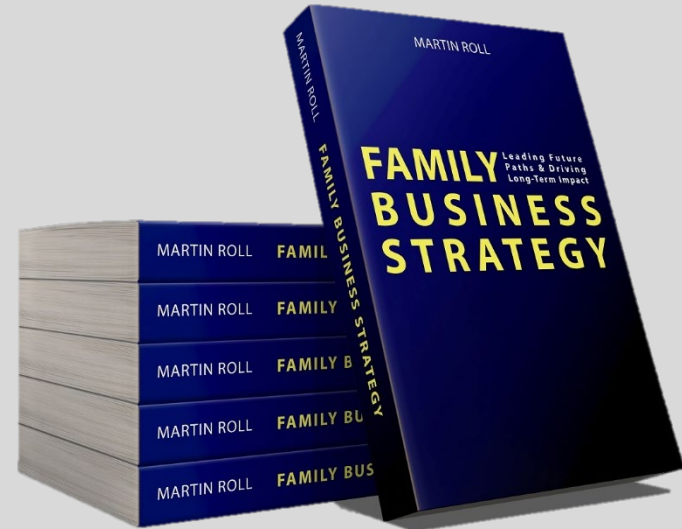
Best-selling author

Martin Roll will publish a new management book titled “**Family Business Strategy – Leading Future Paths With Impact**” in 2020.

Based on new research and real-world family business case studies, Martin Roll will outline the **roles** and **responsibilities** of the family and family members in a family business, how to create a **successful family business strategy**, **global best practices** to ensure successful family business succession, and effective ways in which family businesses can drive **sustained long-term impact**.

The following will be the **content outline** of the book:

- Family business strategy: A global framework
- The long-term view as a distinct driver of strategy
- Creating, detailing and deciding on a family business strategy
- Different roles of the family and family members
- Managing succession as a constant challenge
- Driving long-term impact in a family business
- Balancing risks, rewards and governance
- Branding as a long-term value creation strategy



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key facts

Currently ...

- Martin Roll is a **global business strategist, senior advisor** and **facilitator** to Fortune 500 companies, Asian firms and family-owned businesses
- **Founder and CEO**, *Martin Roll Company*
- Distinguished **Fellow** and **Entrepreneur in Residence** at *INSEAD*
- **Teaches** MBA, EMBA and Executive Education programs at *Nanyang Business School* and **guest lecturer** at *INSEAD*, *ESSEC* and other leading business schools
- **Author** of global bestseller *Asian Brand Strategy* & **co-author** of "The Future of Branding" (2016).
- Currently **writing a new book** - *Family Businesses Strategy* (2020).
- Accomplished **keynote speaker** at global conferences, an experienced conference **moderator** and executive **workshop facilitator**

Formerly ...

- Senior Advisor to **McKinsey & Company**
- Voted "**#1 Brand Guru**" among The World's Top 30 Brand
- Got his MBA from **INSEAD**

Flies from **Singapore** and **Copenhagen**



Speaking Topics:

- Asian Brand Strategy: A New Paradigm
- Leadership in the 21st Century
- Leading 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
- Family Business Transformation and Transition – Best Global Practices

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what people say

"Martin is a truly **inspirational** speaker with the ability to communicate the significance and value of brand equity to businesses and win over skeptics with ease. His **deep knowledge** and **expertise** in **branding** is a must-have in every board room."

Owner & Ceo, **Venture Republic**

"Martin Roll is an **experienced** and **forward-looking** thought-leader on branding driven by tremendous **passion** and **insights**. He enables his clients and many international audiences to reflect on the past and think bold for the future - adding great **value** and **uniqueness** to your strategy and business plans."

Hermann Haraldsson, Managing Director, CEO, **OMD Nordic**

"Martin Roll is not only an **accomplished** speaker and presenter on a topic in which he demonstrates thorough **knowledge**; he is as well a **talented moderator** of panel discussions - not an easy job, where quick wits and improvisation more than just the facts are usually the order of the day. He is a valuable contributor to any forum, conference or discussion on the subject of brands."

Alan Lammin, Vice President, Managing Director, **Asia Business Week**



Useful links for Martin Roll:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

thought-provoking ▪ lively ▪ entertaining



Andrew Vine
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