

Martin Roll

Author of *Asian Brand Strategy*
Business, Marketing & Brand Strategist

Executive advisor, speaker and author



Professional Experience – Business & Brand Leadership

- Martin Roll is a world-respected thought-leader on value-creation through brand equity
- he is a business strategist and advisor to top executives and corporate boards across the globe including several companies in Asia-Pacific
- Martin Roll is a valuable contributor to any executive discussion on the subject of leadership, innovation, growth, organisational excellence, marketing and brand equity, its close link to management and how it drives outstanding performance through shareholder value
- he facilitates business leaders on bold thinking for future strategies
- guest lecturer on marketing & brand leadership at INSEAD and other leading global business schools
- visiting professor at China European International Business School (CEIBS)
- an accomplished speaker and moderator of roundtables and conferences held all around the world

Published papers and media engagement – world-respected commentator

- author of bestseller *Asian Brand Strategy* (Palgrave Macmillan - Nov 2005) which was named “Best Business Book 2006” by *Strategy+Business* magazine
- his next book looks at value creation through brand equity and how this guides business leadership and performance at C-level (2009)
- columnist and commentator on business & brand leadership issues
- regularly appears in international press and comments on regional and global TV

“As Asian firms aspire to become global and challenge the competitive landscape dominated by Western firms, they recognise that cost and quality advantages are necessary but not sufficient for sustained value creation. Martin Roll provides an illuminating insight into a critical missing link - the importance of global brands. Rich in concepts and detail this is an invaluable manifesto for Asian CEOs. A must read that will change perspectives and priorities.”

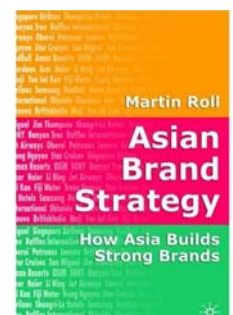
**C.K. Prahalad, Paul and Ruth McCracken Distinguished University Professor,
The Ross School of Business, The University of Michigan**

“An insightful look into branding as a strategic tool for Asian companies - Asian Brand Strategy by Martin Roll is a brilliant, incisive read. A treasure of ideas and case studies, this compelling new book discusses the challenges Asian corporations face to stay relevant in today's dynamic, global market.”

N. R. Narayana Murthy, Chairman and Chief Mentor, Infosys Technologies Ltd.

“Martin Roll's Asian Brand Strategy provides superb motivation and substance into Asian brands and branding. It offers invaluable inspiration and guidance into one of the hottest areas of marketing.”

Kevin Lane Keller, Professor of Marketing, Tuck School of Business



Sample assignments

- Martin Roll delivers keynote speeches at major business conferences around the world
 - Martin Roll also provides workshops and seminars, internal company briefings, roundtables and is a professional, engaging moderator and facilitator
 - His speaking topics include
 - Branding Excellence; driving shareholder value*
 - Brand Equity and Leadership*
 - Brand Leadership; the role of the CEO*
 - Asian Brand Strategy; a new paradigm for the boardroom*
 - The Rise of Asian Brands; threats and opportunities*
 - The Chief Marketing Officer*
- as well as other topics related to globalisation, strategy, business & brand marketing, and Asian brands focusing especially on China and India

Martin Roll – personal history

- Business, marketing & brand strategist, based in Singapore
- formerly Vice President, Global Marketing & PR at Ascio Technologies Inc.
- previously Chief Marketing Officer for a European e-healthcare company, NetDoctor
- 10 years directing key accounts at advertising agencies Bates and DDB Needham Worldwide, leading global strategic marketing and brand programmes for many clients including Ericsson Mobile, SONY, McDonald's and Time Warner Music
- gained his MBA from INSEAD (France) and a degree from Copenhagen Business School
- a Goodwill Ambassador for Copenhagen city
- Martin is a Danish citizen and a Singapore permanent resident