

## Martin Roll

Author of *Asian Brand Strategy*  
Business & Brand Strategist

Executive advisor, speaker and author



### Professional Experience – Business & Brand Leadership

- Martin Roll is a world-respected thought-leader on value-creation through leadership, strategy and branding
- Voted “#1 Brand Guru” among The World's Top 30 Brand Professionals of 2010
- He is a business strategist and advisor to top executives and corporate boards across the globe including major 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
- Regular lecturer on MBA and Executive MBA programmes at INSEAD, Nanyang Business School and CEIBS, and other leading global business schools
- 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
- Co-author of *The Future of Branding* (2016)
- Currently writing a book on Family Business Strategy – Leading Future Paths With Impact” (2020)
- Weekly business columnist with *Forbes* and commentator on business & brand leadership issues
- Regularly appears in international press and comments on regional and global TV (BBC World, CNN, CNBC)

*“Building successful global brands is - and will be - critical for the rapidly increasing number of Asian champions on the global stage. Martin Roll provides a compelling and practical roadmap on how to do this based on his extensive experience advising Asian corporations”.*

**Dominic Barton, Worldwide Managing Director, McKinsey & Company**

*“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

*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*

As well as other topics related to globalization, strategy, business & brand marketing, and Asian brands focusing especially on all markets in Asia.

## Martin Roll – personal bio-data

- 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
- Senior Advisor to McKinsey & Company
- Voted “#1 Brand Guru” among The World's Top 30 Brand
- Got his MBA from INSEAD
- Martin is a Danish citizen and a Singapore permanent resident