



# Jonathan MacDonald

Thought Leader and Entrepreneur in Digital Media



## CSA CELEBRITY SPEAKERS

Jonathan MacDonald is one of the world's most in-demand and internationally renowned strategic changemakers, unlocking success for individuals and businesses who are shaping the future. He is also an award-winning, bestselling author.

**"Jonathan is one of the leading keynote speakers in the world"**

### In detail

With a background in retail, entertainment and strategy, Jonathan has been creating and advising businesses for over three decades. He was the youngest ever Chairman of the British Music Industries Association. Later, as Commercial Director for Ministry of Sound, he turned an analogue company into a digital powerhouse. He also launched the first-ever Sky TV station specifically for musicians. Most recently he founded SELF, a hyper-personal, AI-powered assistant that learns your personal preferences and simplifies your life, whilst you retain ownership and control of your data. He has also advised well-known, blue-chip companies including Google, Microsoft, Apple, P&G, Unilever, Nestle, Lego, Heineken, Sony and IKEA.

### What he offers you

Jonathan enables people and organisations to modify their approach from one-off change management to the management of perpetual change. His exceptional insights are often the catalyst that a business needs to grow because of change, helping them to shape the future of the market and open up new revenue opportunities.

### How he presents

Jonathan has an impactful delivery style and highly engaging personal charisma. He consistently receives the highest feedback of any speaker on the circuit and leaves a lasting impact on every audience who has the pleasure of hearing him, which translates into tangible, bottom-line business benefit.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

## Publications

### 2021

The Rise Of Advanced Thought

### 2018

Powered by Change: How to Design your Business for Perpetual Success

### 2014

28 Thoughts on Digital Revolution

### 2013

Business Poison: Diagnosing and Treating the Infectious Poisons Which Determine your Business Success

### 2008

Every Single One of Us - The Communication Ideal

## Topics

The Future of Technology / IT and Social Media

Change and Innovation in Business

New Thinking / Thought Expansion

Marketing

Customer Loyalty

Emerging Technologies

Digital Data

Driving Trends