



**Martin Roll**  
Business & Brand Expert



## CSA CELEBRITY SPEAKERS

Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses. He is CEO of Martin Roll Company with more than 25 years of board & C-suite counselling experience.

**"World-renowned thought-leader and global business strategist"**

### In detail

Martin Roll is an advisor to several global boards and businesses and a mentor for next generation leaders in business families, start-ups, and high-growth companies. He has been a Senior Advisor to McKinsey & Company. Martin is a Distinguished Fellow and Entrepreneur in Residence at INSEAD. He teaches MBA, EMBA and Executive Education programs at INSEAD, CEIBS and Nanyang Business School and is a frequent guest lecturer at Wharton, Harvard and other leading business schools. Martin is also a Visiting Professor at China Europe International Business School (CEIBS). He is a columnist for INSEAD Knowledge, a prolific management writer and regular commentator in global media.

### What he offers you

Martin leverages his diverse global experiences and extensive business strategy and leadership insights on how to create, scale and sustain enduring, high-performing companies and organizations. Martin Roll is very experienced in counselling clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and diverse global cultures.

### How he presents

Martin Roll has vast experience as a world-renowned speaker and he is in constant demand at some of the most global influential business conferences worldwide.

### Languages

He presents in English and Danish.

### 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

#### 2022

Family Business Strategy - Leading Future Paths With Impact

#### 2016

The Future of Branding

#### 2015

Asian Brand Strategy - Building and Sustaining Strong Global Brands in Asia - Revised and Updated - (awarded "Best Business Books 2006" by Strategy/Business)

### Topics

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