



**MARTIN ROLL**

Business & Brand Strategist

**CONSULTING,  
ADVISORY  
& MENTORING  
2011**

## Consulting and Mentoring

Martin Roll is senior consultant, advisor and mentor within global leadership, strategy, business development, branding and marketing.

Any level of corporate business – from corporate boards and business leaders to groups of managers and individuals can benefit from his consulting, advisory and mentoring expertise. You can also engage Martin Roll as a moderator for conferences, seminars, workshops and in-house meetings.

Martin Roll is a regular visitor to all continents where he passes on his experience, foresight and comprehensive toolbox on global leadership, strategy, business development, branding and marketing. With his global consultancy business based in Singapore, he is also in great demand for his insight into Asia, Asian affairs and management consultancy in Asia.

Martin Roll represents a flexible business approach including consulting, advisory services and mentoring assignments, and he is available on an ad hoc basis or for longer-term projects. His global customers often establish long-term agreements with him to secure continuity and close dialogue on the numerous challenges and opportunities facing their companies.

**The following scenarios are available within global management, strategy, business development, branding and marketing:**

- External advisor and sparring partner for boards and top management
- 1:1 consulting and mentoring
- Consulting and mentoring for all kinds of management teams
- Moderator at conferences, workshops, seminars
- Internal and external keynote speeches and lectures
- External facilitator and sparring partner within business development, strategy, business plans, brand equity, brand marketing optimisation, ROI and much more

## Keynote Speeches and Lectures

Martin Roll has vast experience as a world-renowned speaker and he is in constant demand at more than 100 of the most global influential business conferences worldwide. He is available for conferences, seminars, workshops and internal meetings anywhere in the world.

**His wide ranging business speeches cover:**

- Branding Excellence – Driving Shareholder Value
- Brand Equity and Leadership
- Brand Leadership – The Role of the CEO
- Brands, Business and Leadership – New Growth & Performance
- Performance-driven Brand Marketing
- Corporate Brand Culture – Driving Brands through People
- Brand Leadership – Changing Momentum Amidst Economic Downturns
- Brand Leadership – The Role of the Executive Team
- What is your ROI? The Marketer's Quest to Measure Results
- Asian Brand Strategy – A New Paradigm for the Boardroom
- The Rise of Asian Brands – Threats and Opportunities
- The Chief Marketing Officer

Martin Roll also tailors speeches for individual companies and their unique challenges and needs. The format and content of the speeches can be adapted subject to agreement.

## Martin Roll

Martin Roll is a leading global expert on leadership, strategy and branding, with vast international knowledge and experience. He advises top executives, organisations, corporate boards, management and managers at all levels on creating successful and competitive business strategies, and on financial value creation and strengthening market position through iconic brands and branding.

As an international business and brand strategist, his clients include corporate boards and management teams from the largest companies in Asia and the Fortune 500 list worldwide. He also brings more than 20 years' experience from the international advertising and consulting industry and holds an MBA from INSEAD business school.

Martin Roll is in great demand as a top-calibre speaker at more than 100 of the most influential business conferences and seminars worldwide. He travels more than 500,000 miles a year worldwide and works in the interface between leadership, branding, strategy, and innovation and internationalisation. His core focus is on how leadership, strategy and branding create value for companies and organisations.

A regular lecturer on MBA and Executive MBA programmes at INSEAD, Martin Roll is also a very popular guest speaker at other leading business schools worldwide.

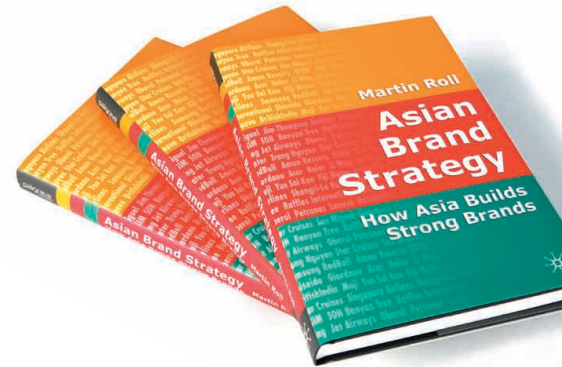
He is often quoted in global media such as BBC World, CNN, CBNC, Asian Wall Street Journal and many more.

His book Asian Brand Strategy was named "Best Global Business Book 2006" by Strategy+Business magazine. He is currently writing a book on Global Brand and Leadership Strategy – The Role of the CEO, and another on the role and position of the Chief Marketing Officer in management, which is set to change dramatically in the future.

## Asian Brand Strategy Endorsements

“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



“As Asian firms aspire to become global and challenge the competitive landscape dominated by Western firms, they recognize 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, 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.

“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

“Asian Brand Strategy is an important handbook for Asian executives aspiring to build strong brands. It provides a solid foundation for future success in the global market place”.

John A. Quelch, Lincoln Filene Professor of Business Administration, Harvard Business School

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## Contact

Find out how Martin Roll can create new knowledge, competencies and value for your company. You can contact him at:

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