

## 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
- Currently writing a book on Global Brand and Leadership Strategy – The Role of the CEO and another on the position of the CMO in management
- 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)

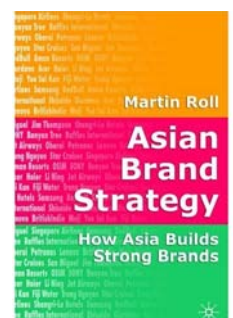
*“Building successful global brands is - and will be - critical for the rapidly increasing number of Asian champions on the global stage. Martin Roll provides a compelling and practical roadmap on how to do this based on his extensive experience advising Asian corporations”.*

**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

*Creating successful and competitive business strategies*

*Financial value creation and strengthening market position through iconic brands and branding*

*Branding Excellence; driving shareholder value*

*Brand Equity and Leadership*

*Brand Leadership; the role of the CEO and the Executive Team*

*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 all markets in Asia.

### 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
- Holds an 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