

## **Martin Roll**

### **Business & brand strategist**

Martin Roll is a world-renowned thought-leader on value creation through brand equity driven by tremendous global experience and insights. He facilitates business leaders and organizations to think bold for future strategies. By focusing on building and managing successful businesses through iconic brands, Martin Roll helps boardrooms to enhance shareholder value and create sustainable competitive advantage.

Martin Roll delivers the combined value of an experienced international business strategist and senior advisor to corporate boards and marketing executives of the world's largest companies including many corporations in Asia. He brings more than 20 years of management experience. Martin Roll holds an MBA from INSEAD.

Martin Roll is not only a highly accomplished speaker and presenter but as well a talented and well trained moderator of panel discussions and roundtables. He is a valuable contributor to any senior management discussion on the subject of leadership, innovation, growth, organizational excellence and brand equity, its close link to management and how it drives outstanding performance through shareholder value.

He strides the industry-academia continuum and delivers superior value to his global audiences. Every year, he travels 500.000 miles on all continents and speaks at more than 100 global top-level conferences. He is a frequent guest lecturer at INSEAD and several other global business schools.

Martin Roll is the author of the global bestseller *Asian Brand Strategy*, a very compelling book of frameworks for Asian branding and the winning formula for any boardroom. *Asian Brand Strategy* was named "Best Global Business Book" by Strategy+Business magazine.

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### **Business & Brand Leadership: A New Approach to Success for Asian Retail**

The face of business in Asia is changing faster than one can blink one's eyes. Asian companies that used to be back-end workhorses, manufacturing consumer goods cheaply for Western companies, are slowly realizing the benefits of brands and innovation. A rapid changing landscape will emerge in Asia over the next 5-10 years, where the opportunities for Asian companies and therefore Asia will benefit from better and stronger competitive positions than ever before.

The primary objective of boardrooms is to build and sustain shareholder value, and deliver competitive returns to shareholders. At the same time, branding is a very effective catalyst for better leadership and helps the boardroom to drive a shared vision throughout the organization.

The boardroom must manage by metrics, and balance short- and long-term perspectives and performance. The growing emphasis on brand strategy to drive shareholder value and competitiveness will move up the boardroom agenda and become one of the most prominent value drivers in Asia in this century.

The most important factor for building strong Asian brands is the mindset of the Asian CEO and boardroom. Branding is a boardroom discipline and successful brands can be built only when the boardroom, led by the chairman and the CEO, understands, appreciates and commits to treating branding as a strategic discipline and devotes the resources at the company's disposal to support the brands in a continuous manner.

The same is true for any government trying to build a strong and sustainable competitive position through a strong nation brand.

Martin Roll will provide case stories on Asian brands, and illustrate how the Asian company can employ branding as successful catalysts for leadership and long-term performance to grow new markets.

Offering insights, knowledge and perspectives on branding as a strategic tool for the Asian businesses, Martin Roll will define The 10 Leadership Principles that will drive breakout success, sustain profitability and financial impact for Asia in this century.

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