



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 is the CEO of VentureRepublic, a strategic advisory firm, and brings more than 15 years of management experience from the international advertising and branding industry including DDB Needham and Bates. 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 represented by Washington Speakers Bureau. He is also a frequent guest lecturer at INSEAD.

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 Business Books 2006" by Strategy+Business magazine.

Topics include:

- Branding Excellence- Driving Shareholder Value
- Corporate Brand Culture – Driving Brands through People
- Asian Brand Strategy – a New Paradigm for the Boardroom

Speaker Ideas

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