



Campbell Macpherson: 'The Change Catalyst'

Introduction

Campbell Macpherson is an international business advisor, keynote speaker, an Executive Fellow of Henley Business School and author of 'The Change Catalyst' (Wiley 2017), the 2018 best leadership book and winner of the '2018 Business Book of the Year'.

His next book, 'The Power to Change' (the secrets to embracing personal change) is being published worldwide by Kogan Page in July 2020.

He has been enabling leaders to clarify their strategy, build cultures that embrace change and align their people to deliver for more than 25 years across UK, Europe, US, Asia, Australia & the Middle East.

His varied career has included:

- Strategy Director of Zurich Global Life Emerging Markets
- HR Director of the UK's largest IFA network with 1000 people and 12000 advisers
- The Founding Marketing Director of Virgin Wines
- eBusiness Director of the AMP Group (Pearl, Henderson, NPI, London Life and Virgin Direct)
- Senior Adviser to the Abu Dhabi Investment Authority

He has been a multimedia entrepreneur and even flew jets (poorly) in the Royal Australian Air Force.

Today he will be helping us to unlock the **Secrets to Successful and Sustainable Change**.

Please welcome ... Campbell Macpherson.

Campbell Macpherson

*Keynote Speaker,
Business Advisor,
Facilitator, Author &
Change Catalyst.*



LMA, ILM, Invesco, A-Plan, Endsleigh, St James Place, Mazars, Henley Business School, Insight Investment, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, RERN, ...

Snr Adviser, Abu Dhabi Investment Authority

Strategic change advisor: IFDS, Aviva, IPF, Friends Life, iPipeline, Cofunds, Gocompare, Centaur, ...

Director, BP Northbound

Strategy Director, Zurich & Openwork

Board & HR Director, Sesame (IFA Network)

Strategic Change & OD: Misys, BBC, Capital Radio, Telewest, Sesame

Marketing Director, Virgin Wines, Smartlogik

Head of eBusiness, AMP

Snr Mgr, Change, Andersen Consulting

CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy