



Inspirational Keynote Speaker

Author of the 2018 Business Book of the Year

Experienced Global Change Leader

Unlock the secrets to successful and sustainable change for your people

It is rare to find a renowned global change expert who is entertaining and motivational. Campbell's insight, anecdotes and high-energy delivery will keep your delegates on the edge of their seats and motivated to change!

Campbell Macpherson is an international business advisor, keynote speaker, Executive Fellow of Henley Business School and award-winning author. His first book, 'The Change Catalyst' (Wiley 2017) is about leading change and was the UK's '2018 Business Book of the Year'. His second 'The Power to Change' (how to embrace change and make it work for you) has recently been published by Kogan Page. Campbell runs workshops and webinars worldwide for leaders on 'leading change' and employees on 'embracing change' based on the content of his books.

Campbell has been leading strategic change and enabling strategic change for more than 25 years; enabling organisations across UK, Europe, US, Asia, Australia & the Middle East to clarify their strategy, build cultures that embrace change and align their people to deliver – as CEO, Strategy Director, HR Director, Marketing Director, eBusiness Director, board member, change leader, business adviser and NED. He was a multimedia entrepreneur and started his career flying jets (badly) in the Air Force.

**88% of change initiatives, strategies, mergers and acquisitions fail.
Campbell gives your people the ability to be the 1 in 8 that succeeds.**

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Campbell is a practitioner with 25+ experience of leading and enabling change across a myriad of organisations:

- **Organisational Change:** Combining five organisations into one. Sesame.
- **HR Transformation:** Transforming a dysfunctional HR Department into an award-winning enabler of change for a 1000 person company.
- **Strategy Alignment:** How Campbell ensured commitment and alignment of Cofunds senior management team.
- **Launching Virgin Wines:** The trials and tribulations of launching an eCommerce startup in the dotcom boom.
- **All in the family:** The inherent challenges of family businesses.
- **SME Rampup:** Creating a \$50m independent forecourt business.

Engage and motivate your people in a world of unprecedented change:

- The power to change lies within
- The secrets to successful and sustainable change
- Business success post Covid-19
- Leadership is Leading Change
- The Power of Purpose / What does a successful strategy look like?
- The Power to Change – building resilience to embrace change
- Leadership in an age of uncertainty
- Beat the odds: The secrets to elusive M&A success ...

Global Speaker

Campbell has delivered inspirational keynote speeches and engaging ‘Leading Change’ and ‘Power to Change’ workshops across the globe: London, UK Nationwide, New York, Palm Beach, Sydney, Zurich, Las Vegas, Singapore, Nice, Frankfurt, Astana, Marrakesh, ...

“You never forget a Macpherson presentation.”

“Unique ability to blend humor with deep insights into strategy and change leadership”

“Funny, personal and inspiring”

“The best keynote”

“Mix of front line experience, great stories and humour”

“Great speech.”

“Very impressive.”



“His humorous, confident, yet self-deprecating style kept us glued to his anecdotes”

“Very insightful and your passion and enthusiasm is very motivating”

“Engaging, timely and inspirational!”

“Your chairmanship was brilliant –best I have ever seen.”

“Best speaker of the whole day.”

“How do I follow that?!”



Business Book of the Year



October 2020

Campbell Macpherson

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



Mazars, Invesco, A Plan, Excursions, Endsleigh, Uponor, U&U, Henley Business School, iPipeline, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, SJP, RERN, ...

Snr Adviser, Abu Dhabi Investment Authority

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

Director, BP Northbound

Strategy Director, Zurich Global Life EM & 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