

Martin Roll

Senior Advisor to Fortune 100, Asian Firms, Family Businesses & Family Offices

Strategy, Leadership & Transformation Expert

INSEAD Distinguished Fellow



Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses. He advises clients on how to build and manage strong global brands, as well as leadership of high-performing, marketing-oriented businesses.

Martin Roll is CEO of Martin Roll Company with more than 25 years of board & C-suite counselling experience. He is an advisor to several global boards and prominent business families, and a mentor for next generation leaders in business families, start-ups and high-growth companies.

Martin Roll has been a Senior Advisor to McKinsey & Company.

Martin Roll is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator.

He is a Distinguished Fellow (family business) and Entrepreneur in Residence at INSEAD.

He teaches MBA, EMBA and Executive Education programs at INSEAD, CEIBS and Nanyang Business School and is a frequent guest lecturer at ESSEC, IE Business School, Wharton, Harvard and other leading business schools.

Martin Roll is a Visiting Professor at China Europe International Business School (CEIBS) teaching courses in family business. He has been teaching luxury brand management and strategy at the LVMH Management Academy (Singapore Management University, SMU).

Martin Roll is faculty and keynote speaker at The Harvard Project for Asian and International Relations (HPAIR) - a student-run organization of Harvard University. He is a member of the HPAIR Board of Advisors.

Martin Roll is lecturer and keynote speaker at The Academies by Harvard Student Agencies.

He has been an Associate Fellow at The Institute on Asian Consumer Insight (ACI).

Martin Roll is a member of the global Advisory Council of Welspun Group (Mumbai), a Senior Advisor to early-stage venture fund Cocoon Capital (Singapore) and a Senior Advisor to Superson (Finland and Singapore).

He is the author of global bestseller “Asian Brand Strategy” (2015) and co-author of “The Future of Branding” (2016) with two new books in the pipeline on Family Business Strategy (2020) and Family Office Strategy (2021).

Columnist for INSEAD Knowledge and regular commentator in global media.

Martin Roll has lived in Asia for two decades and serve clients on all continents. He holds an MBA from INSEAD.

Specialties: Branding, Marketing, Strategy, Leadership, Digital, Digital Transformation, Change & Transformation, Family Business, Family Office, C-suite Mentoring, Turnarounds, Business Coaching, Asia & Emerging Markets, China, India, Business Models, Retail, Luxury, Private Equity, Venture capital, Entrepreneurship, Innovation & Start-Ups.

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