

Martin Roll

Global Family Business & Family Office Expert

Senior Advisor, McKinsey & Company

INSEAD Distinguished Fellow



Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms, family-owned businesses, and family offices.

He advises clients on strategy, leadership, transformation, stewardship, succession, governance, professionalisation, ownership, impact, and other critical topics for long-term, inter-generational success.

Martin Roll counsels business families on their legacy building, including crafting and executing a carefully curated balance between past, present, and future which typically characterises successful family-owned businesses.

He works across multi-generational situations and complex challenges globally in all types of cultures.

Martin Roll has deep expertise and experience with most business family dynamics, multi-generational and next generation challenges, and long-term planning and strategy situations.

He is the CEO of Martin Roll Company with more than 30 years of board & C-suite counselling experience.

Senior Advisor to McKinsey & Company focusing on global family business & family office topics.

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.

INSEAD Distinguished Fellow (family business & family office), editor & host of the “INSEAD Family Business Podcast”, and an Entrepreneur in Residence at INSEAD Business School.

He has mentored more than 700+ individual next generations from global business families and family offices in private, confidential 1:1 conversations (1,300+ sessions) and runs a successful INSEAD Next Gen Mentoring program for 100+ participants across the world every year.

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

Martin Roll is faculty at the Wealth Management Institute teaching courses for family offices and developing leaders and talents from global family businesses, family offices and the growing family office ecosystem in Asia.

He is a Visiting Professor at China Europe International Business School (CEIBS) teaching courses in family business and family offices.

Teaches MBA, EMBA and Executive Education programs at Nanyang Business School and is a frequent guest lecturer at leading global business schools.

He has been teaching luxury brand management and strategy at the LVMH Management Academy (Singapore Management University, SMU).

Martin Roll is a 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 has been a Senior Advisor to the early-stage venture fund Cocoon Capital (Singapore) and a member of the Global Advisory Council of Welspun Group (Mumbai).

He is the author of the 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 (2025) and Family Office Strategy (2025).

Martin Roll has lived in Asia for two decades and serves clients on all continents. MBA from INSEAD.

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