

Campbell Macpherson

Campbell Macpherson is an international business advisor on change, strategy and leadership. He is also an NED, keynote speaker, lecturer and author of the 2018 Business Book of the Year, 'The Change Catalyst' (Wiley 2017), 'The Power to Change' (Kogan Page 2020) and 'You: Part Two'.



Campbell is an Executive Fellow of Henley Business School. He runs 'Leading Change' and 'Embracing Change' workshops based on his books for HBS clients and organisations worldwide.

Campbell helps CEOs and leadership teams to clarify their strategy, build cultures that embrace change, align their people to deliver and to achieve one of the most difficult assignments in the world of business – the leadership of successful and sustainable change.

Campbell has been assisting leaders to clarify their strategies and lead successful change for more than 25 years in the UK, US, Asia, Middle East and Australia - as a Board Member, Executive, In-House Adviser, External Consultant and NED.

Experience includes:

- **NED, Excursions Ltd** (2019-2020), UK's premier shore excursions provider to the cruise industry. Rapid growth for future sale.
- **Senior Adviser to the Investment Committee, Abu Dhabi Investment Authority** (2014-2017). Every investment proposal crossed Campbell's desk as he transformed the Evaluation & Followup Division and advised the IC on strategic change.
- **NED, BP Northbound** (2012-2016), Queensland's largest independent forecourt and family business (\$50m turnover). Helped owner double sales & triple profits, culminating in successful sale.
- **Executive Board Director, Sesame** (2003-2006), UK's largest IFA Network regulated by FSA. £400m turnover, 1000 employees, 12,000 IFA customers. Responsible for HR and Change.
- **Strategy Director, Zurich International Life & Global Life Emerging Markets** (2007-2009). IOM based life insurer plus Zurich's EM businesses operating across ME, Asia, CEE, Latam.
- **Strategy Director, Openwork** (2009-2010). Responsible for strategy including RDR and platform selection.
- **Consulting to James Hay Board** (2018). Developing strategy with the executive and board of this £25bn pension platform
- **Consulting to CEOs, Exec Teams** – A-Plan, Endsleigh, Pipeline, Robert Half, James Hay, Friends Life, Aviva, Centaur, IPF, IFSW/DST, Cofunds, Gocompare, ...
- **Keynote speaker** – Concentra, Mazars, League Managers Association, Plexus Law, IFSWF, SII, FS Forum, M&A Adviser, Real Estate Results Network, U&U Recruiting, Police College, Invesco, Uponsor, Henley Business School, Insight Investment, Bibby Group, SJP, Tag Media, ...

*Business Advisor,
Facilitator, Speaker,
Lecturer, Author, NED
and Change Catalyst.*



Invesco, A-Plan,
Endsleigh, iPipeline,
Mazars, Robert Half,
Excursions, U&U, Uponsor,
IFSWF, M&A Adviser,
Bibby Group, FS Forum,
SII, St James's Place,
James Hay, HBS,
Concentra, Police College

Senior Adviser, ADIA

Strategic change advisor
& executive: IFDS, Aviva,
IPF, Friends Life, Cofunds,
Gocompare, Centaur,
Openwork, ...

NED, BP Northbound

Strategy Director,
Zurich Global Life EM

Board & HR Director,
Sesame (IFA Network)

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

Marketing Director,
Virgin Wines, Smartlogik,
BrightStation

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

Experience: 1999 – Sep 2019 (UK and International)

- 2017 - Present:** **CEO, Change & Strategy International Ltd.** Advisor, speaker, lecturer, facilitator, author. Clients include: Concentra, League Managers Association, Mazars, Invesco, A-Plan, Endsleigh, Insight Investment, Uponor, James Hay, St James Place, Bibby Group, M&A Advisor, International Forum of Sovereign Wealth Funds, FS Forum, RER Network, ...
- 2018 - Present:** **Adjunct faculty member of Henley Business School** – change, strategy, culture, leadership
- 2018 - Present:** **Keynote Speaker & Facilitator on Leading Change** – Speaker’s Corner, Gordon Poole Speaker’s Bureau, Chartwell Speakers, Encore, ... worldwide engagements
- 2018 - Present:** **Non-Executive Director, Excursions Ltd** – UK’s premier shore excursions provider to the cruise industry and founder/driver of World Leading Ground Operators global network.
- 2014 - 2017:** **Senior Advisor, Abu Dhabi Investment Authority**
Strategic Change, high-level investment strategy and governance, organisational change. Every investment proposal for one of the world’s largest SWFs crossed Campbell’s desk.
Took senior Emiratis on a world tour, meeting the CEOs and leadership teams of many of the world’s largest asset managers to explore strategies for active equities and overall portfolio strategy and governance (BlackRock, Wellington, JPAM, CPPIB, Ontario Teachers, CDPQ, FIL, GIC, HKMA, Temasek, MAS, Aberdeen, Harvard, Future Fund, NZ Super, ...)
- 2012 - 2016:** **NED, BP Northbound.** Queensland’s largest independent forecourt and family business.
- 2011 - 2014:** **Campbell Macpherson & Associates - Strategic Change consultant /advisor**
Clients included: IFDS, Aviva, IPF, Friends Life, iPipeline, Cofunds, Gocompare, CAF, Centaur Assisted iPipeline (US Insure-tech) to acquire Assureweb to enter UK market Assisted IFDS to establish two new UK platform services businesses
Organisation Design for Aviva Claims and IPF
Align exec team to strategy for Friends Life UK, Centaur, Cofunds, Gocompare
- 2009 - 2010:** **Strategy Director, Openwork**
On secondment from Zurich to clarify strategy, prepare for RDR and run Wrap Platform RFT
- 2007 - 2009:** **Strategy Director, Zurich International Life, Zurich Global Life Emerging Markets**
International Expansion, Product Development, Commercial and Strategy across Asia, Middle East, Latam and CEE
- 2003 - 2006:** **Executive Board Director & HR Director, Sesame**
Hired by Misys to create one firm out of the 5 IFA networks they had acquired, Campbell was joined the board as HR Director to build a single organisation and culture.
Responsibilities included HR, L&D, Sesame Learning (2006), Change.
- 2002 - 2003:** **Strategic Change /Org Design consultant**
Clients included: Misys, BBC, Capital Radio, Telewest
- 2001:** **Marketing Director Brightstation & Smartlogik**
- 2000:** **Founding Marketing Director, Virgin Wines**
- 1999:** **Head of eBusiness Development, AMP UK** (Pearl, NPI, Cogent, Virgin Direct, Henderson)

Experience: Pre-1999 (Australia)

- 1997 - 1999: Senior Manager, Andersen Consulting, Sydney (Client: AMP)
- 1992 - 1997: Founder, InterMark Multimedia, Sydney (AMP, National Mutual, Zurich, Amex, Apple, ...)
- 1985 - 1991: Sales / Account Management, NCR, Ultimate Computers, Melbourne & Sydney
- 1984 - 1985: Management Trainee, Hawker Pacific, Sydney
- 1981 - 1984: Royal Australian Air Force Academy – Physics Degree, Officer & Pilot Training

Advisory

- **Strategy Alignment & Execution.** Aligning the leadership team, management team and the entire organisation to the strategy.
- **Strategy Clarification.** Enabling the entire leadership team to clarify the strategy, identify the challenges and implications, define the required culture, and align everyone to deliver.
- **Sustainability Strategy.** Sustainability' is no longer a buzzword. It is the cornerstone of your business across 4 dimensions: Financial, Social, Environmental and Strategic Sustainability.
- **Creating extraordinary leadership teams.** We enable the creation of an extraordinary leadership team comprised of 'leaders of leaders' - based on trust, constructive conflict, genuine commitment, clear accountability and the delivery of shared results.
- **Leading change.** 88% of change initiatives and strategies fail to deliver what they set out to achieve. Our Leading & Delivering Change Programme enables leaders to be the 1 in 8 that succeeds.
- **Embracing change.** Your business will only succeed if your people are ready, willing and able to change. Our Embracing Change workshops and webinars give your people the tools and a mindset they need to embrace change and look for the opportunities – at work and in life.
- **Culture Change.** Guided by CSI's 'Culture Change Checklist', we enable the leadership team to define and deliver the culture they need to deliver their strategy.
- **Organisation Design.** OD is much more than structure. It is designing an organisation that is capable of delivering your strategy. Our holistic and straight-forward methodology enables you to build an organisation that enables your desired culture and delivers your strategy.

Speaking and Workshops

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

"Campbell makes you laugh and think at the same time"

"Mix of front line experience, great stories and good humour"

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

"Thought-provoking and captivating"

"Insightful and engaging"

"Inspirational and relatable"

"Love the energy!"

"The delegates were on the edge of their seats."

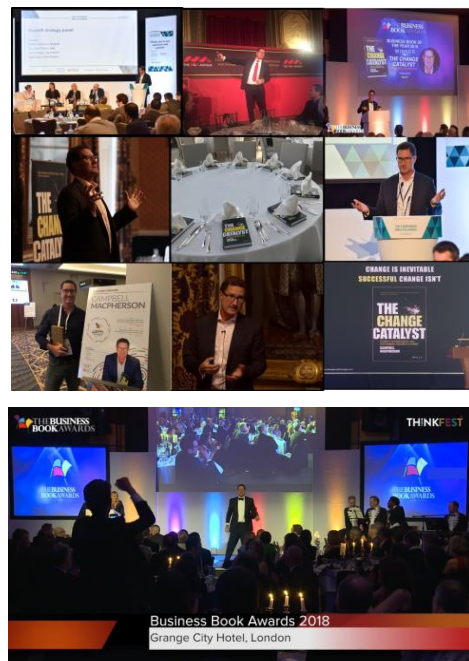
"Your chairmanship was brilliant – the best I have ever seen."

Thanks for helping make it a great day."

"Perceptive facilitation"

"Best speaker of the whole day."

"You never forget a Macpherson presentation."



More details and videos of Campbell speaking can be found at www.changeandstrategy.com.