

**Campbell Macpherson is an international business advisor on change, strategy, culture and leadership.**

He helps and enables 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 enabling leaders to lead strategic 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.

He is especially experienced in financial services – having worked with leadership teams across almost every sector – institutional investing, fund management, life insurance, general insurance, technology, platforms and financial advisers. His list of FS clients and experience includes Pershing, A Plan, Endsleigh, Invesco, St James's Place, ADIA, James Hay, Insight Investment, FS Forum, iPipeline, Cofunds, Aviva, Gocompare, Zurich, Openwork, Sesame and AMP.

He is an Executive Fellow of Henley Business School, a 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' (Hachette 2021) which he co-authored with his FS marketer turned yogi wife, Jane.



His approach includes:

**Strategy First.** Campbell's approach to leadership team development is to first ensure that the entire team is clear and genuinely engaged regarding what they are seeking to achieve, why, and the implications of the strategy. This ensures that team development is more than theory: It is based on delivering the strategy. It also gives the entire the business they clarity they need to succeed. Then we can start to develop the behaviours of an extraordinary leadership team.

**Business success is about culture.** About how your people interact with one another and the customer experience they deliver. Culture is the enabler of strategy, and an organisation gets the culture that tis leaders create.

**Listening to understand.** Campbell enables leaders to engage with their people to unearth the concerns, fears and implications of change that must be aired for any new initiate or strategy to succeed.

**Leadership is leading change.** If we are not leading change, we are merely managing the status quo. And leaders exist at all levels of an organisation.

**A change-ready culture is critical.** If your people are not ready, willing and able to embrace change - nothing will happen.

**Campbell Macpherson**  
**Change Catalyst**



Pershing, Invesco, A-Plan, Endsleigh, iPipeline, Mazars, Robert Half, Shoosmiths, Henley Business School, Excursions, U&U, Uponsor, IFSWF, M&A Advisor, Bibby Group, FS Forum, St James's Place, James Hay, Concentra, UK Police

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

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 – Present (UK and International)

- 2017 - Present:** **CEO, Change & Strategy International Ltd.** Advisor, speaker, lecturer, facilitator, author. Clients include: Pershing, A-Plan, Howden, Endsleigh, League Managers Association, Shoosmiths, Mazars, Invesco, Insight Investment, Uponor, James Hay, St James Place, Bibby Group, M&A Advisor, IFSWF, FS Forum, Concentra, Robert Half, UK Police, ...
- 2018 - Present:** **Executive Fellow of Henley Business School** – change, strategy, culture, leadership
- 2017 - Present:** **Keynote Speaker & Facilitator on Leading Change** – Speaker’s Corner, Gordon Poole Speaker’s Bureau, Chartwell Speakers, ICMI, Saxton, ... worldwide engagements
- 2018 - 2020:** **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.  
Led ADIA’s Reference Portfolio project and took senior Emiratis on a world tour to meet the leadership teams of many of the world’s largest asset managers to discuss investment strategies 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.** Tripling the profit and doubling revenue of Queensland’s largest independent forecourt and family business – leading to a successful sale.
- 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; IFDS to establish two new UK platform services businesses; Org design for Aviva; alignment of 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, Change, Andersen Consulting, Sydney
- 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

## Consulting Solutions

*Enabling CEOs and leaders to align their people to a clear strategy,  
unleash the talent within their organisation and lead successful change.*

- **Strategy Alignment & Execution.** Aligning the leadership team, management team and the entire organisation to a clear strategy. This may involve clarifying your 'strategic core' – who you exist to serve and why, what makes you special, what gives you the right to succeed and the culture you need to deliver for your customers.
- **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.
- **Culture Change.** Guided by our 'Culture Change Checklist', we enable the leadership team to define and deliver the culture they need to deliver their strategy.
- **Leading Change and Delivering Change.** 88% of change initiatives and strategies fail to deliver what they set out to achieve. Our Leading & Delivering Change Programmes and Workshops enable 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, webinars and online programme give your people the tools and mindset they need to embrace change and look for the opportunities – at work and in life.
- **'Leading with Influence' program.** Unlock the latent potential in your organisation. This leadership program is aimed at your Subject Matter Experts and technical professionals who are usually ignored when it comes to leadership development. They shouldn't be. Leadership today is not about hierarchy. It is about influence. Developing the influencing and leadership skills of the key members of your 'Engine Room' will reap significant rewards. One of the world's largest fund managers has commissioned us to roll this program out across EMEA and then the world.
- **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.
- **You: Part Two – thriving in the second half of your life.** Workshops, keynotes, online portals and consulting to empower your invaluable Second Half employees and enable your lucrative Second Half customers.



## 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.*

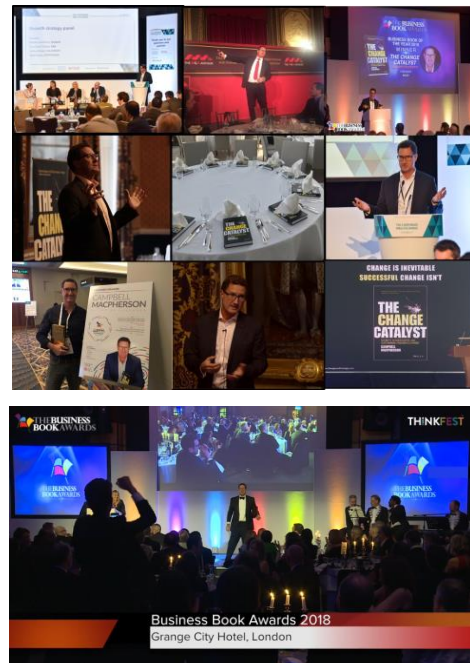
*Thanks for helping make it a great day.”*

*“Perceptive facilitation”*

*“Best speaker of the whole day.”*

*“You never forget a Macpherson presentation.”*

*“I have never looked at change that way. Love the Change Matrix.”*



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***“I would highly recommend Campbell: an invaluable change agent to have on your side when going through organisational change.”***

*“I worked with Campbell Macpherson for over a year to define a new strategic direction for the Endsleigh business and his input, insights and delivery proved invaluable to quickly pivot a business back onto an ambitious yet attainable growth trajectory.*

*He helped us to clarify our strategy and priorities, enhance our ability to lead change, forge an effective leadership team and enhanced the ability of our people to embrace change. Whether engaging with myself, my Senior Leadership Team or the wider business, Campbell always conducts himself in an incredibly professional yet approachable manner.*

*He brings the power of his extensive personal knowledge of various industries and numerous change projects and leadership teams to guide discussion, and chivvy decisions when necessary!*

*He has the ability to make the complex simple, and there is zero time wasting or procrastination when trying to get to a goal or outcome – although he does allow sufficient time to gain consensus before pushing forward. On a personal note, Campbell is highly engaging and goes well beyond the remit of any project to deliver the best outcome for his clients.”*

**Alison Meckiffe, CEO Endsleigh Insurance, 2021**