



# Michael Bayler

## The Rock 'n' Roll Board Strategist

*"Digital isn't the answer to anything. It's the question!" Michael Bayler*



Michael Bayler "tells truth to power" for leadership in many of the world's largest companies. As a strategist, a published author and a speaker, he delivers guidance, inspiration and, above all, fresh clarity and confidence. In such "interesting times", Michael is a uniquely direct and trustworthy guide.

### TOPICS:

- Leadership in The Age of Digital
- What Customers Really Want
- Corporate Purpose - The New North Star for Business
- Leadership Lessons from the Rock 'n' Roll Business
- Dude... Where's My Brand?
- Getting Over Digital - Strategy in the 21st Century

### IN DETAIL:

Michael started work in the 80's music industry when it was a mighty force. From London, to Hollywood, to New York, working for stars such as Robbie Williams and Simon Cowell he lived at the heart of the first industry to feel the full impact of digital disruption. He's taken those unique lessons into key advisory roles with global brands in a wide range of sectors, including Coke, RBS, Diageo, Warner Bros., Unilever, Telefonica, FremantleMedia, Sky and BT. Michael has come to specialise in rapid, empowering strategic breakthroughs that address the biggest leadership challenges of the day – the impact and implications of digital business, the purpose of the corporation, and the ever-shifting sands of new customer value.

### WHAT HE OFFERS YOU:

In a time when disruption is the subject in every boardroom, Michael cuts through the white noise, pulling together a rare understanding of brand marketing, new technologies and enterprise strategy, to provide profound yet simple insights that put his client leadership firmly back on the front foot. He combines a highly cerebral grasp of all the issues of the day with a simple and punchy style of communication that informs and energises every audience.

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

**2016** The Liquid Enterprise - How The Network is transforming value, what it means for business, and what leadership needs to do about it (Infinite Ideas, Oxford)

**2002** Promiscuous Customers: Invisible Brands ? Delivering Value in Digital Markets (Capstone, Oxford)

### HOW HE PRESENTS:

Michael is at his most comfortable on stage. Whether keynoting, chairing or moderating, his relaxed, spontaneous and fluid style – combined with his extensive "been there, done that" credibility and authority – both engage and entertain.