

A man with glasses and a black suit is speaking to an audience. Behind him is a large sign with the word 'BRAND' in red letters inside a red rectangular border. The audience is visible in the foreground, mostly from the back of their heads.

BRAND

THOMAS
BARTA

Marketing leadership keynote speaker.

SPEAKER BROCHURE

GO, MOVE THE NEEDLE!

*Everything you need to know about hiring customer leadership thinker
and former McKinsey partner Thomas Barta
as an inspirational keynote speaker*

THOMASBARTA



Welcome!

Thank you for reading this brochure. I'd love to help you make your next event a success.

I'm a former McKinsey partner and an organizational psychologist. I study how people change organizations faster, more effectively, and more purposefully. Be it business change, digital change, marketing change. Hint: it's all about customers.

I love my research and the work with Fortune 500 firms. But my real passion is to get onstage, make the case for change, and motivate people to act. Act, to put customers first. Act, to transform the organization. Act, to make change happen.

You'll find I'm most powerful when I kick off your event, set the scene, and motivate people. But I also love closing the day, helping your audience reflect on what they've learned, and inspiring them to take the next step.

Here are my two promises: First, I'll strive to be your highest rated conference act. Second, I'll be very easy to work with. I've organized conferences myself and know how tough it can be to nail every detail. Speaking is my profession. You'll find that I'm swift to respond, get things ready in time, and work with you like a friendly colleague—all in.

If you have any questions, please contact my assistant or me at thomas@thomasbarta.org, or, for events in North America: tori@outspokenagency.com.

Best wishes,

Thomas Barta

THOMAS SPEAKS ABOUT

TECHNOLOGY
BRAVERY


CUSTOMER
EXPERIENCE

TOP MANAGEMENT VIEW

CHANGE

MARKETING LEADERSHIP

INSPIRATION



I help people transform organizations. In this digital, global world, the big strategy documents have stopped working. Markets are moving too fast—disruption doesn't wait. We need people who dare to lead

**the digital transformation,
the marketing transformation,
the business transformation.**

It's not about what your firm can do for you. It's about what everybody in the room can do to start the transformation—today!

**CUSTOMERS
LEADERSHIP
TRANSFORMATION**





JCDecaux

THE BRAND



JCD

THE

BR

MWM

Do you know

sp?

#1 FACEBOOK
LEAD GENERATION AGENCY

WBS

WBS

ABOUT THOMAS

One of the *world's most recognized* customer leadership experts

Author of the #1 marketing leadership book

The 12 Powers of a Marketing Leader with Patrick Barwise

Former McKinsey partner and organizational psychologist

Led brands and major transformations for over 20 years, in 14 industries, in 45 countries, for the world's top organizations, *including two dozen from the Fortune 500*

Conducted the largest global study, involving 68,000 assessments, on what makes an impactful customer leader

Leadership Dean of the global CMO Fellowship Program
a McKinsey and Marketing Academy JV *that prepares CMOs to become CEOs*

Trained more than 1,000 McKinsey leaders on impact without formal authority

Columnist for *Marketing Week* and *Forbes*

Delivered inspiring keynotes to thousands of executives worldwide on behalf of
Adobe, Google, IBM, HSBC, SAP, and the Financial Times



DIGITAL LEADER

Break the Barriers to Digital Transformation

Everyone knows that technology is crucial for long-term success. But knowing isn't the same thing as acting. Too many executives struggle to get their companies to embrace digital transformation. Today's leaders can't just tell people what to do—not even the CEO can do that. Hear the success stories of effective mobilizers, and beat the barriers to change!

THE 12 POWERS OF A MARKETING LEADER

Don't Just Do Marketing—Lead Marketing

Rethink your marketing role in a totally new way. Doing marketing isn't the same as leading marketing. Learn how the world's most successful marketers mobilize the C-suite, their peers, their teams, and themselves. The aim? More growth, more influence, and quite simply, more fun! (Also available as a ½-day or 1-day workshop.)

THE MARKETING CASH CLINIC

Stop the Bleeding. Fix Your Marketing Returns Now

In the 21st century, no executive should ever have to ask “which half of my marketing money is being wasted?” There are plenty of analytical tools out there to help you optimize your execution. Drawing on a decade of McKinsey insights, this master class shows you how to get more bang for your marketing buck. (Also available as a ½-day or 1-day workshop.)

HOW TO BE BRAVE

Ditch Your Job Description—Save Your Firm

How do you grow a business in times of rapid change? The “Silo Inc.” model has stopped working. Customers are too impatient, too well informed, and too powerful. Learn how customer heroes help firms crack the code on customer focus. Be your own influencer. Tackle big issues. And get your job description out of the way.

CUSTOMER FREAK

Stop Managing. Start Inspiring

What does it take to invent the next smartphone, Post-it note, or ice cream flavor that everyone wants? Business growth requires leaders who spark passion and inspire big dreams. People with fire in their eyes. These leaders ignite innovation and action in the people around them. Hear the success stories of today's most inspirational customer leaders. Be the spark that lights the fire!

*For more information, please visit
thomasbarta.com/keynote-speaker*

SAMPLE KEYNOTES AND MASTERCLASSES

think
with Google

»*Inspirational, powerful—5 out of 5!*«

Emma Roborgh, CEO, B2B Marketing Leaders Forum

»*Spot on, targeted, sharp. Audience rating: highly relevant!*«

Erik Neumann, CEO, Richmond Events AG

»*Dynamic, inspiring, thought-provoking.*«

Marta Hasler DeBellis, VP Enterprise Marketing, Adobe

»*Highest-rated of the day—and deservedly so.*«

David Reed, Director and Editor-in Chief, DIQ

»*He has a unique ability to draw people in.*«

Catherine Tabaka, President & CEO HC North America, Sodexo

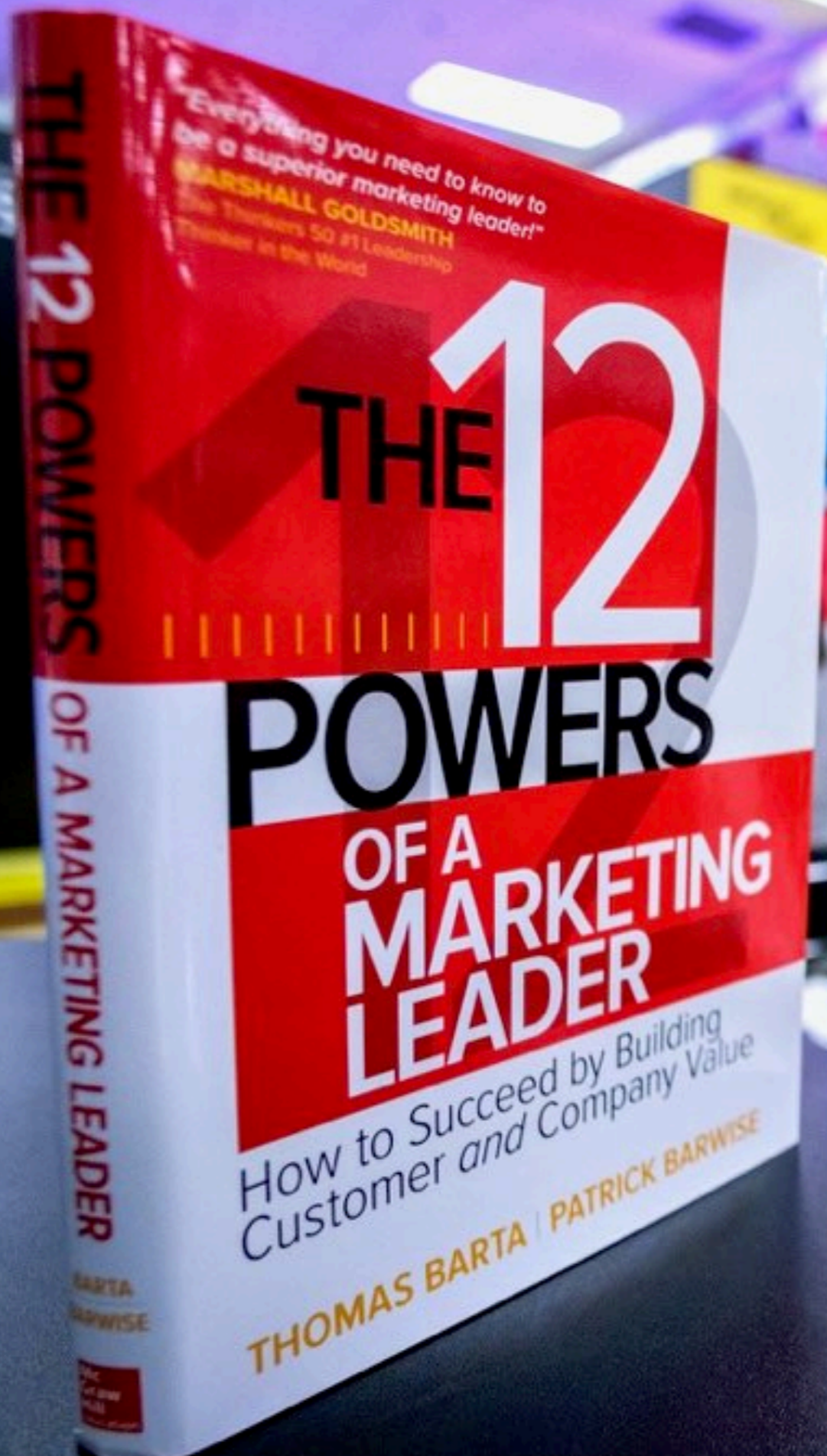
»*By far one of the best audience scores we've seen.*«

Joyce Joanne Verburg, Google





REALISING
YOUR ESSENTIAL



ACCLAIM FOR THOMAS'S LATEST BOOK

»Everything you need to know to be
a *superior marketing leader!*«

Marshall Goldsmith, The Thinkers50
#1 Leadership Thinker in the World

»A *must-read* for every present and
future CMO who cares about making a difference«

Seth Godin, author of All Marketers Are Liars

»The *essential leadership playbook* for
the CMO of the future.«

Jim Stengel, former Global CMO, Procter & Gamble

»A persuasive perspective on the
opportunities to *lead for change*«

Paul Polman, CEO, Unilever



We have different kinds of people in the audience. Will your content be relevant to everyone?

Absolutely! In today's organizations, knowing how to make change happen is important for everybody.

I come to your event with a simple aspiration: to be your highest rated gig. I'll tailor the talk so it's highly relevant to all people in the audience.

Can you join panels or small group meetings before or after your talk?

With pleasure. Panels and smaller meetings are a great way to deepen the discussion.

Can you arrange bulk book purchases?

Participants truly value taking a book home from the event (which I will happily sign). My two distributors will be delighted to offer you preferential bulk rates:

Europe & World:
CBL Distribution, Alex Robertson,
alexr@cblistributionltd.co.uk,
Americas & World:
800CEOREAD, Andrew Konig,
andrew@800ceoread.com

What do you need on the day?

Nothing special. I prepare diligently and, like you, strive for perfection. Yet for your AV team, I'll be very easy to work with. I tend to use simple background pictures for inspiration. No slides are an option too. My slides are on a brand new Mac. The easiest thing to do is hook my Mac up directly. I'll also bring every dongle one can imagine and a remote.

Can we afford you?

Yes. Let's talk budgets. A quick look at any speaker agency website will show you that a professional keynote speaker will cost you anything between US\$10,000 und 50,000. I exclude those who come to sell—they are free. My speaker fee is at the moderate end of the spectrum—and also depends on the impact we can jointly have.

Which countries do you work in? Can we afford your trip?

I give about 40-60 keynotes each year, worldwide. Here's a unique feature: wherever your event is, I only charge the same flat logistics fee. That means my fee is competitive with that of a local speaker.



Stacks of documents on a table, including a red book with the text "THE 12" visible on its cover.

Document in the foreground with the text "THE 12" and "LEADER" visible. The document also features a logo for "INSIGHT" and "WAVE".

Red lanyard with the text "INSIGHT" and "WAVE" repeated along its length.



I LOOK FORWARD TO WORKING WITH YOU

Let's work together to make your event a success. Here's how to book.

Please message me at thomas@thomasbarta.org. Or, for events in North America: tori@outspokenagency.com.

I'm happy to discuss your event's goals and to find tailored solutions to your needs. To make things easy for you, my team has speaker profiles, keynote outlines, and pictures ready to go.

Best wishes,

Thomas

