

## Campbell Macpherson

Campbell Macpherson is an experienced financial services executive, having worked in a senior capacity (including on boards, advising boards and in regulated roles) across almost every sector of the industry – distribution, asset management, life, pensions, platforms, institutional investors and SWFs.

He is a NED, business advisor, speaker, lecturer and author of 'The Change Catalyst' (Wiley 2017), the 2018 Business Book of the Year.



He is an Executive Fellow of Henley Business School and runs Leading Change and Embracing Change workshops for organisations worldwide – endorsed by the Institute of Leadership & Management.

88% of change initiatives, business strategies, mergers and acquisitions fail to deliver. Campbell enables organisations to be the 1 in 8 that succeeds.

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

He also helps Sovereign Wealth Funds on matters of strategic change and governance as part of the IFSWF trusted 'family'. In 2018, he ran a 2 hour session with the world's largest SWFs in the closed session of their annual conference in Marrakesh on 'What does it mean to be a genuine long term investor?'

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.

### Related Board Experience:

- **NED, Excursions Ltd** (2019 - ), UK's premier shore excursions provider to the burgeoning cruise industry and founder of World Leading Ground Operators global network. Rapid growth for future sale.
- **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.
- **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.
- **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 Exec Teams** – James Hay, Friends Life, Aviva, Centaur, IPF, iPipeline, ADIA, IFDS/DST, Cofunds, Gocompare, A Plan, Endsleigh, ...

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



Invesco, A-Plan,  
Endsleigh, James Hay,  
Excursions, Insight  
Investment, U&U,  
Uponor, IFSWF, M&A  
Advisor, Bibby Group, FS  
Forum, SII, St James  
Place, Henley Business  
School, RER Network, ...

Senior Adviser, ADIA

Strategic change advisor  
& executive: IFDS, Aviva,  
IPF, Friends Life, iPipeline,  
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

**Change & Strategy International Ltd.**

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## 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

**Qualifications:**

5/9 MBA – Australian Graduate School of Management (unable to transfer / complete MBA after move to UK)

BSc (Physics) - University of Melbourne

QLD Tertiary Entrance Score 985 – Maroochydore High School

**Nationality:**

British and Australian citizen – dual passports

**Family:**

Married to Jane (1992)

Two adult children: Emily (1996), Charlie (1998)

**Referees:**

Charlie Bryant

MD, Zoopla

cbryant@hometrack.com

Rupert Woodard

CEO, Excursions Ltd

rupert@excursions.co.uk

**Reviews for ‘The Change Catalyst’:**

***“Essential reading for CEOs and leaders of change.”***

Martin Davis, CEO Kames Capital.

***“Ensure your next change is the one in eight that succeeds; pick up this book.”***

Institute of Leadership & Management.

***“One of the most informative and influential books you will read this year.”***

The HR Director Magazine

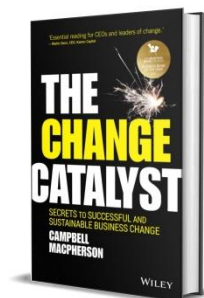
***“The most insightful and accessible book on change I have read.”***

David Pitman, Global Finance Partner, Boston Consulting Group

***“Beautifully written. I found myself re-reading passages for the sheer pleasure of it.”***

Alison Jones, Head Judge, 2018 Business Book Awards

More reviews and details of the book can be found at <http://www.changeandstrategy.com/book/>



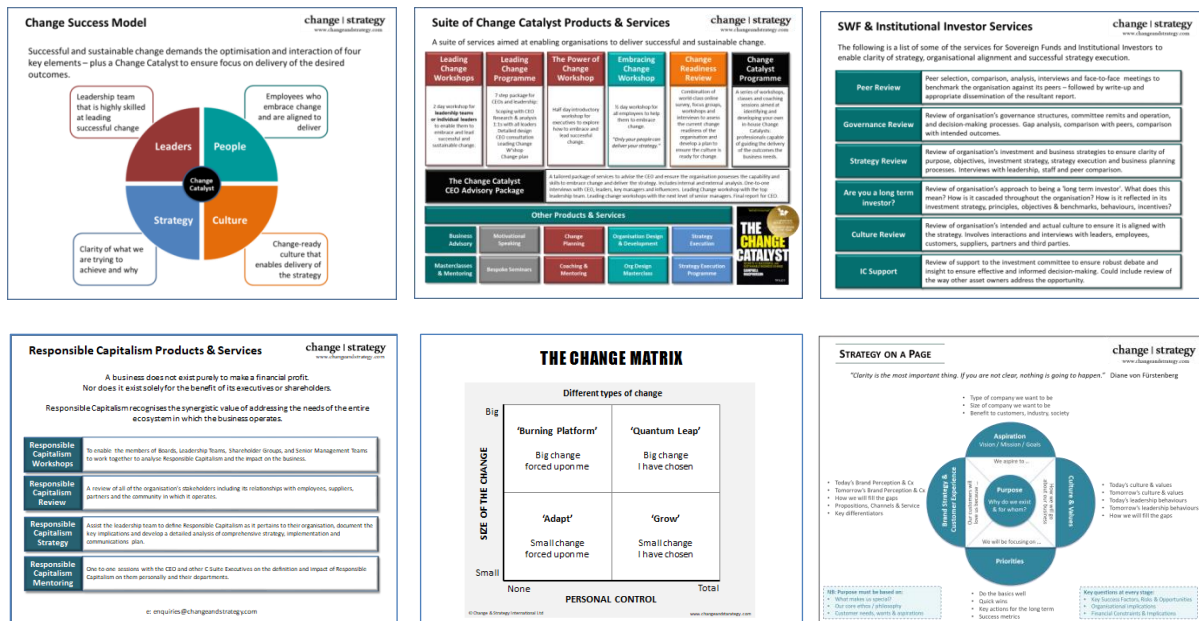
NB: Campbell's second book, 'The Power to Change' is being published by Kogan Page in June 2020. It is about how to embrace change. His third book, 'The R Word' (It's not about retirement. It's about change.) is being fought over by several publishers and several large FS firms are looking to white-label copies for their clients. His fourth book, 'Wrong Way Go Back' (an exploration of the major tech and social changes heading our way and the people leading the changes) is mapped out and also under consideration by several global publishers.

## Advisory Services

**Advisory:** strategy clarification and execution, leadership team development, culture development, org design, responsible capitalism, institutional investor services

**Workshops:** 'Leading Change' and 'Embracing Change' workshops endorsed by the Institute of Leadership & Management

**Coaching:** Leadership, culture and delivering change



## Speaking

*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](http://www.changeandstrategy.com) and [www.campbellmacphersonspeaker.com](http://www.campbellmacphersonspeaker.com).