



**Alan O'Neill**  
Change Agent



## CSA CELEBRITY SPEAKERS

Alan O'Neill has over 30 years of experience from the board room to the front line. The Change Agent - has supported iconic brands to achieve amazing results. In a dynamic World, Alan knows what it takes to drive change in a business - from top to bottom and back to front.

**"Alan set Selfridges up to achieve Global Best Dept Store of the Year."**

### In detail

Facilitating multimillion euro businesses to achieve amazing results, Alan knows what it takes to drive change right through a business. His 7-Steps to Profit has transformed the fortunes of other iconic brands such as Toyota, Getty Images, Harrods, The United Nations, Dubai Duty Free, Primark, Intel and Moet Chandon. His work history spans blue-chips and PLCs, SMEs and family businesses across Europe and the Middle East. His knowledge of marketing, branding and indeed the ins and outs of business has also seen him sit on the boards of major companies, helping to drive change from front to back.

### What he offers you

As an international speaker, Alan knows how important your conference is to your organisation. You have key messages that you'd like to get across in a dynamic but respectful way - to motivate your people into action or maybe just so they think differently. That's why he takes time to build real empathy with you and your audience in advance.

### How he presents

Alan will listen first to you, then speak to a number of your audience before the event - to ensure the content, structure and delivery style is right for you and your organisation. Drawing from appropriate case studies, he will then tailor a presentation to suit you.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

## Publications

### 2021

Culture Matters: The Four "Must-Have" Values to Supercharge Your Business

### 2018

Premium Is the New Black: In a world of dynamic change put Customer Experience at the heart of your decision-making

## Topics

The 7 Steps to Profit

Adapting to Change

Cultures Matter

Customer Experience is the New Battleground