



# Jonathan MacDonald

Renowned Speaker, Thought Leader and Entrepreneur in Digital Media



## CSA CELEBRITY SPEAKERS

Jonathan MacDonald is a highly respected thought-leader and entrepreneur in digital media. His experience, contribution to the industry, entrepreneurial spirit and passion mean that he is widely considered to be one of the primary strategists in the digital space, even placing 8th in the 'Top 100 Digital Thinkers in the World' industry poll. He is widely recognised as a significant contributor to the most cutting edge thought-leadership platforms including Google's Think Insights.

**"Jonathan is one of the leading keynote speakers in the world"**

### In detail

Jonathan expands thought around the potential of technology, the shaping of society and the realities of business, all of which are constantly influenced by fast-paced, relentless change. This thought expansion inspires a deeper understanding of the challenges and opportunities, enabling people to utilise that knowledge to explore what the future could look like and whether they are building one they want to live in. During his career Jonathan has, among other things, been responsible for creating the world-wide mobile strategy for Ogilvy, played a key role launching Blyk, an ad funded mobile network, created Ministry of Sound's digital strategy, and launched a Sky TV channel.

### What he offers you

Jonathan enables people and organisations to modify their approach from one-off change management to the management of perpetual change. His exceptional insights are often the catalyst that a business needs to grow because of change, helping them to shape the future of the market and open up new revenue opportunities.

### How he presents

Jonathan has an impactful delivery style and highly engaging personal charisma. He consistently receives the highest feedback of any speaker on the circuit and leaves a lasting impact on every audience who has the pleasure of hearing him, which translates into tangible, bottom-line business benefit.

### 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

#### 2014

28 Thoughts on Digital Revolution

#### 2014

Business Poison: Diagnosing and Treating the Infectious Poisons Which Determine your Business Success

#### 2008

Every Single One of Us - The Communication Ideal

### Topics

- The Future of Technology / IT and Social Media
- Change and Innovation in Business
- New Thinking / Thought Expansion
- Marketing
- Customer Loyalty
- Emerging Technologies
- Digital Data
- Driving Trends