



## Alan O'Neill

### Change Agent

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

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.

#### TOPICS:

- Change Management: Dare to Change - How to Embrace and Drive Change
- Culture: Build a Customer-centric High-Performance Culture through Engagement
- Customer Experience: Premium is the New Black. Excellence in Customer Experiences is the New Battle-Ground
- Retail: Adapt to the Future of Retail

#### LANGUAGES:

He presents in English.

#### PUBLICATIONS:

- 2018** Premium Is the New Black: In a world of dynamic change put Customer Experience at the heart of your decision-making

#### IN DETAIL:

Facilitating multi-million 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 Moët 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 a thought leader, "The Change Agent" has the unique ability to strategically assemble the foundational elements of a business, propelling it beyond boundaries towards success. Alan's compelling presentations have had a profound impact on corporate spanning Europe, the Middle East, the United States, and the United Kingdom. These addresses not only provide comprehensive insights of all areas of business but also serve as a wellspring of inspiration.

#### HOW HE PRESENTS:

With his energetic, passionate and engaging style, Alan relates equally well to board members as he does to the front line – ensuring individuals maximise their full potential to the benefit of the business.