



Lars Ulrich

CELEBRITY

Founder of Metallica, Motivational keynote speaker

Lars Ulrich, the drummer and co-founder of the renowned heavy metal band “Metallica,” is a historical figure in music and a member of the “Rock and Roll Hall of Fame.”

Lars Ulrich's 2026 Biography

About Lars Ulrich

Lars Ulrich is the legendary drummer and visionary co-founder of Metallica, consistently ranked among the most influential bands in music history. As a driving force behind Metallica’s sustained global success, Lars has redefined both performance standards and business innovation within a fiercely competitive industry. His journey, spanning 40 years, is a testament to creativity, resilience, and transformative leadership.

Lars Ulrich’s story resonates with audiences seeking fresh approaches to leadership, teamwork, and creative problem-solving. His experience building Metallica from the ground up offers unique insight into assembling high-performing teams, cultivating lasting partnerships, and leading with vision during times of uncertainty. Lars inspires businesses to embrace change, overcome adversity, and unlock greater potential within their organisations.

Business Challenges Addressed

In keynote sessions, Lars addresses core challenges facing leaders and teams today:

- Fostering innovation through collaboration and healthy conflict
- Navigating disruption by balancing independence with shared purpose
- Building resilient brands that prosper in volatile markets
- Overcoming setbacks with agility and relentless focus on goals

His sessions spotlight lessons learned from Metallica’s journey, including how to adapt and thrive through creative reinvention, global expansion, and philanthropy. Lars is renowned for energising audiences, motivating teams to conquer obstacles, and demonstrating how bold thinking leads to lasting success.

Beyond the stage, Lars Ulrich is an advocate for meaningful contribution

AVAILABLE FOR

- Awards Hosting
- Speaking

LARS'S SPEAKING THEMES

- Digital Transformation

LANGUAGES: English

and giving back. Metallica's *All Within My Hands* Foundation continually sets new benchmarks in charitable innovation, supporting communities and empowering the next generation of leaders.

Lars Ulrich's Videos



What Lars Ulrich's clients say

If you are looking for a different kind of experience for your conference, book Lars. What started with a cosy fireside chat for over 1000 c-level managers ended in a tumultuous chaos. After the show, all the top managers turned into crazy Metallica fans and wanted a signature from Lars. Literally unforgettable moments

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Co-Founder, Worldwebforum and StudioAlpha