



## Jeremy Schwartz

**Former CEO of Pandora, The Body Shop, MD of L'Oreal UK and a Transformational Speaker**

Jeremy Schwartz is a world class speaker and consultant on his 7 New Rules of Leadership for a post pandemic world to business leadership teams around the globe.

## Jeremy's biography

### Who is Jeremy Schwartz?

Jeremy Schwartz is a CEO and [Business Leader](#) with some of the most iconic branded product and direct to consumer companies: L'Oréal, Pandora, The Body Shop, Coca-Cola and Sainsbury's. His [leadership](#) experience stretches across a Diversity of Cultures (Europe, Asia, America's and Middle East), Channels (Ecommerce, Retail & Franchise) and Functions (Digital, Finance, IT, Marketing, HR and Operations).

His leadership approach has achieved [transformational business](#) results by continually staying ahead of business and leadership trends.

### What does Jeremy Schwartz offer?

Jeremy's "The 8 New Rules of Leadership to mobilise your people" will inspire all leadership teams with exciting and concrete ways to mobilise their people to achieve the superior business results they want.

### Why now?

Today's business leaders are being challenged from every direction:

*They face vicious competition, fearless digital disrupters, fickle consumers, demanding employees, impatient investors, an environmental timebomb and the chaotic effects of the pandemic.*

Navigating through these requires exceptional leadership like never before and a fresh new leadership mindset and tools to succeed.

### Who will benefit?

Every business leader has a personal obligation to continually up their leadership game.

Jeremy's 8 New Rules of Leadership will benefit business leaders at every level from CEOs and Boards of multinational PLCs, global country management teams and head of functions as well as owners of SMEs.

### **What are The 8 New Rules of Leadership?**

Each rule gives a fresh perspective to the way leaders can mobilise their people from crafting and making your purpose count to nurturing a team of [teams](#) and dissecting the source money to ensure profitable growth is delivered.

The rules empower the listener with fresh, progressive ways to get better results leading teams of individuals to achieve extraordinary goals. Jeremy has personally applied and tested each rule across his CEO roles and shares the real-life stories and experiences that both he and other converts have experienced.

### **What will Jeremy Schwartz do for your event?**

Jeremy gives inspiring, highly engaging and professional speeches that are individually tailored to each client. He makes the most of the video conferencing technology we all use, word clouds and interactive Q&A's that together provoke reflection and embed new skills and perspectives in the audience.

Jeremy uses the pre-event scoping meeting with the client to craft a bespoke speech with a relevant blend of The 8 New Rules of Leadership and animates them with personal examples and concrete actions that the audience can immediately apply to be "Better Leaders Straightaway."

## **Jeremy's talks**

- **MAKE YOUR PURPOSE COUNT**

Are you struggling to create a memorable purpose and see it align, inspire and mobilise your employees into action every day?

Context: Today investors, employees and consumers want to engage with companies that have an inspiring, authentic purpose that guides their actions.

Full of practical actions and examples Jeremy has a wealth of knowledge about all aspects of purpose driven business. He explains how he has crafted compelling purpose statements for L'Oreal, The Body Shop Pandora and more. The shares first-hand experience on how to engage all stakeholders to use the purpose to make better everyday decisions and as a springboard for new revenue streams.

- **PURSUE EXTRAORDINARY GOALS**

Do your teams need to set more ambitious goals and demonstrate greater belief, courage and commitment to achieve them?

Context: The pandemic and the shift to e-commerce alongside a proliferation of new disrupters have made growth harder to come by for many companies.

Jeremy shares experiences of harnessing courage to overcome self-limiting beliefs and a fear of failure within companies and teams. Audiences feel the same sense of empowerment and excitement that Jeremy infuses in the teams he leads. Amongst the many extraordinary goals his teams have hit include creating Coke Zero, in a company that didn't innovate, and the turnaround of Sainsburys, in a company that had declined for ten years.

- **BECOME A CANNY MARKETER**

Can you see how your teams focus too much internally and not enough on anticipating what your consumers really want from your products and brands?

Context: Consumers are empowered, demanding, informed and in control. They switch at a whim to brands that anticipate what they want and continually offer more, special and unique benefits.

As one of circa 5% of CEOs with a marketing background, Jeremy brings the consumer and branding into the Board room like few others. His talks demystify how consumers think and brands work. As the person behind “because I’m worth it”, creating Coke Zero to target men and starting his own brand Glorious! chilled soups with Marco Pierre White, Jeremy cuts through the marketing bull\*\*t to empower audiences to become canny marketers themselves.

- **DIGITISE OR DIE**

Are you frustrated that your e-commerce and digital expertise lags behind competitors? Would you like to catch up and excel more quickly?

Context: The unrelenting shift toward e-commerce, digital services, artificial intelligence and data driven insights has only been accelerated by the pandemic and this will continue.

Jeremy is a CEO who brings all the digital agility of high tech into legacy companies so they can thrive and not die. Audiences can immediately apply his proven ways to create an agile digital culture that slices through silos and continually delivers consumer centric e-commerce and omnichannel businesses. The Pandora global e-commerce transformation is a best-in-class example outgrowing most sectors during the pandemic.

- **INVENT A ZERO CARBON BUSINESS**

Do you want to know how your company can take a leadership role, mobilise employees and create new profitable business models to save the planet?

Context: A tipping point has been met with Investors, Governments and Innovators such as Tesla putting a value and urgency on sustainable business actions being placed at the top of the agenda.

Jeremy combines the visionary thinking required to invent new zero carbon emissions products and services with the practical financial obligations CEOs and their organisations are also facing. As Chairman of the Kantar Sustainability and Inclusion Transformation practice and as the former CEO of The Body Shop, Jeremy shares very concrete ways that leaders can mobilise their organisations to both drive their core business and in parallel migrate to new sustainable business solutions.

- **NURTURE A TEAM OF TEAMS**

Can you see how silos, egos and blinkered thinking are getting in the way of people working together collaboratively, at the pace competition and complexity demands?

Context: A command and control, silo driven, hierarchical culture is no longer viable in a post pandemic, Gen X and nimble tech environment we now face.

In Jeremy’s words it’s time to “slice through silos” and modernise the way we lead to keep up with employee expectations and to compete with external disrupters and increasing demands of consumers.

Jeremy shares concrete and granular practices that every leader can embrace to nurture a team of teams so employees act more collaboratively with greater speed, agility and flexibility.

- **DIAMOND MINE DIVERSE TALENT**

Do your people continually coach each other, upskill and bring in new diverse talent to help the company excel in the fast-changing workplace?

Context: The revolution in data, e-commerce, digital, AI, sustainability, internationalisation, diversity, inclusion and the pandemic-driven home working, requires new approaches to diamond mining talent.

With his 12-year experience in the female focussed L’Oréal, as CEO of companies in 90 countries worldwide and as Chairman of Kantar’s Inclusion practice Jeremy shares his personal experiences of identifying and rapidly promoting a diversity of talent and embracing their views and experiences to engage different cultures. With big data, AI and sustainability Jeremy helps audiences navigate engaging new never-before-seen roles and organisational interfaces to be

part of the future not of the past.

- **DISSECT THE SOURCE OF MONEY**

How do you empower every employee to care about profitability like you do, and how do you nurture gems of super profits within the mass of customer and product data?

Context: The zero interest and low-price inflation environment sees rising costs eat away at profitability and the pandemic has made it worse for many companies.

Sounds so obvious that everyone in a company knows how to increase profits, but many business leaders and almost all employees have little idea where the money really is. Jeremy gives many amusing and insightful examples of where “smashing averages” and dissecting in detail the profitability of customers, products, channels and services can help leadership teams make much more money. This led to Coca-Cola to target pizza eating occasions, Pandora targeting women buying twenty charms a year and Sainsburys launching Active Kids.

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