



## Thomas Barta

**Change leadership thinker, international speaker and author**

Thomas Barta is one of the world's foremost thinkers, speakers and writers on the subject of marketing leadership. A former McKinsey partner, he co-authored the path-breaking leadership book 'The 12 Powers of a Marketing Leader' and has consulted for some of the world's most prominent brands.

## Thomas's biography

### Thomas Barta's Background

- Organizational psychologist
- Creator of the world's largest ever study, involving over 68,000 assessments, on what makes for a successful customer leader
- Author of the #1 leadership book for marketers: *The 12 Powers of a Marketing Leader* with Patrick Barwise
- Founder of the Marketing Leadership Masterclass
- Former partner of McKinsey
- Led transformations for over 20 years, in 14 industries, in 45 countries for many of the world's top organizations, including over two dozen from the Fortune 500
- Marketing Academy Leadership Dean
- Honorary Fellow of The Marketing Society
- Author for Forbes, Marketing Week, and the TryThis.Blog

Thomas is a former partner of McKinsey. He has consulted and marketed for over 20 years, in 14 industries, in 45 countries. Thomas's path-breaking research includes the world's largest study, with over 68,000 assessments – on what makes for an impactful customer leader. You might have heard of his new book *The 12 Powers of a Marketing Leader (with Patrick Barwise)*—highly praised by Marshall Goldsmith, Seth Godin, Sir Martin Sorrell, and many other business leaders around the world.

Thomas challenges Fortune 500 leaders to tackle [growth](#) and market disruption in a radically new way. Winning in an age of rapid [change](#) isn't about long strategy documents. It's about starting the revolution from the inside—by building people who love customers, mobilize peers, build tribes, and [inspire](#) change. Customer leaders ask for forgiveness, not permission.

Executives of the world's most prominent companies have invited Thomas to inspire their audiences. You'll find him speaking at events for Adobe, Dow Jones, Financial Times, Google, McKinsey, SAP, Advertising Week, and many others. Thomas's keynotes are consistently ranked as the best and most inspirational.

Thomas acts as a long-standing [leadership](#) dean for McKinsey's and The Marketing Academy's CMO Fellowship Programme. A select group of C-suite leaders rely on Thomas as their personal mentor and coach.

## Thomas's talks

- **When is your moment (to be brave)?**

Everybody inside an organization can be brave. In fact, for success, executives have to be brave. Not always—but when it matters. This inspirational keynote builds on my latest global research, involving over 1,000 marketing and business executives, on what makes for a successful brave leader. The talk helps people realize: In business, bravery is more than a buzzword—it's powerful, and it's possible.

- **Ditch your job description**

Why do so many firms struggle to innovate? What's the hurdle? Too many executives feel tied to their job descriptions. Job descriptions, in many firms, have become job restrictions. It's time to fight back and ask the most important question: what's your real job? I only wrote this for one conference. But it turned out to be the highest rated gig at several events. In this talk I make the case for why job descriptions don't work in the 21st century, and why executives need to step back, ditch their job description, and do what's right.

- **The 12 Powers of a Marketing Leader**

This isn't your ordinary marketing talk—this is the latest keynote from the world's largest ever study on marketers' success.

Crises need leaders. People who show the way. Who dare to walk the path less travelled. Everything we've learned by writing The 12 Powers of a Marketing Leader has just gained more relevance. Success in marketing isn't only about tools and strategies. Success in marketing is also about convincing people inside the organization to change. This change has never been more important. Learn how leaders can mobilize bosses, peers, teams, and themselves to drive more change—and bigger business impact. This could be marketing's moment. This could be your moment.

- **Digital Leader - Break the Barriers to Digital Transformation**

Everyone knows that technology is crucial for long-term success. But knowing isn't the same thing as acting. Too many executives struggle to get their companies to embrace the digital transformation. Today's leaders can't just tell people what to do—not even the CEO can do that. Hear the success stories of effective mobilizers, and beat the barriers to change. Make NEW MARKETING happen!

- **Customer Freak - Stop Managing. Start Inspiring**

What does it take to invent the next smartphone, Post-it note, or ice cream flavor that everyone wants? Business growth requires leaders who spark passion and inspire big dreams. People with fire in their eyes. These leaders ignite innovation and action in the people around them. Hear the success stories of today's most inspirational customer leaders. Be the spark that lights the fire.

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