

# KEVIN ROBERTS

## BIOGRAPHY

### **Kevin Roberts, Chairman Saatchi & Saatchi, and Head Coach Publicis Groupe**

**Kevin Roberts** is Chairman of Saatchi & Saatchi – one of the world’s leading creative organizations – and Head Coach of Publicis Groupe, the Paris-based global communications group active in 108 countries and employing 80,000 professionals. Kevin’s new book *64 Shots: Leadership in a Crazy World* (June 2016) offers frameworks and solutions for winning in a business world that has become volatile, complex, uncertain and ambiguous.

Born and educated in Lancaster in the north of England, Kevin Roberts started his career in the late 1960s with iconic London fashion house Mary Quant. He became a senior marketing executive for Gillette and Procter & Gamble in Europe and the Middle East. At 32, he became CEO of Pepsi-Cola Middle East; and later Pepsi’s CEO in Canada. In 1989, Kevin moved to Auckland, New Zealand, to become Chief Operating Officer with Lion Nathan. From 1997 until 2014 he was CEO Worldwide at Saatchi & Saatchi based in New York.

Kevin Roberts advises national organizations and global brands across commerce, media and sport. He has honorary appointments and doctorates at a number of universities. Presently he is Honorary Professor of Innovation and Creativity at the University of Auckland Business School, Honorary Professor of Creative Leadership at Lancaster University, and Honorary Professor of Leadership and Innovation at the University of Victoria (B.C.) School of Business. He teaches at the Judge Business School, Cambridge University, where he was CEO in Residence for a decade. With academic colleagues, he wrote *Peak Performance: Business Lessons from the World’s Top Sporting Organizations*, an inspiration-driven business theory and practice. In 2004, he wrote *Lovemarks: the Future Beyond Brands*, a groundbreaking business book published in 18 languages, showing how emotion can inspire businesses and brands to deliver sustainable value. Lovemarks was named one of the ten Ideas of the Decade by *Advertising Age* in 2009.

In 2013, Kevin, a New Zealand citizen, was made a Companion of the New Zealand Order of Merit (CNZM) for services to business and the community. Currently, he is business ambassador for the New Zealand United States Council, and Chairman of Australasian home delivery service, My Food Bag. He is a former director of the New Zealand Rugby Union and former chairman of USA Rugby. Kevin has homes in Carefree Arizona, New York, Auckland, and Grasmere in the English Lake District.

Kevin Roberts has an international reputation for an uncompromisingly positive, inspirational leadership style, and an ability to generate ideas and emotional connections that accelerate extraordinary value. He has made presentations to business audiences in 60 countries, with a San Francisco technology reviewer noting, “Kevin Roberts was arguably more entertaining and more informative than any other speaker, speaking about any other subject, anywhere. That is saying a lot, but during the hour of his speech, there was nowhere else in the world that I would have rather been than in his audience, soaking up everything he was saying.”

Roberts shares his thinking on [saatchikevin.com](http://saatchikevin.com), [krconnect.blogspot.com](http://krconnect.blogspot.com) and [64Shots.com](http://64Shots.com).

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