



Alan O'Neill

Alan O'Neill, MBA, is an international change management expert, consultant and keynote speaker who helps organisations increase sales and build a high performance culture by embedding a customer centric culture and overcoming resistance to change with practical, real-world ideas. Known for his down to earth style, commercial focus and no nonsense expertise, he delivers insights audiences can apply immediately.

KEY TOPICS

- The 7-Steps to Profit: Transforming Organisations for Growth
- Customer Experience: Putting the Customer at the Heart of Every Decision
- Culture as the Golden Thread of Business Success
- Change Management: How to Overcome Resistance and Inspire Progress
- Leadership in Times of Transformation
- The Selfridges Case Study: From Bricks to Clicks to World-Class Retail

BIOGRAPHY

Introduction

Widely known as **The Change Agent**, Alan is a consultant, author and **keynote speaker** who specialises in business transformation, customer experience and culture change. He equips leaders to navigate emerging global challenges and a disruptive global market where globalisation enables transparent comparisons and technology enables fast copying. In clear language, he asks the hard and uncomfortable questions that help teams reconnect with the company's passion, sharpen key messages and deliver great customer service with consistency across multiple site operations. Audiences value his passionate style, his refreshing clarity and the way he creates a very structured path from intention to action.

Professional Background & Credentials

Alan has supported iconic brands across sectors, including Selfridges, Toyota, Harrods, Getty Images, AIB, Mercedes Benz, Intel, Vodafone, Moët Hennessy, the United Nations and Dubai Duty Free. His pivotal role in the Selfridges story, helping the retailer move from traditional to a modern clicks and bricks model, is an amazing success story. During that transformation, profits rose from roughly £45 million to £200 million and the store went on to win multiple Best Department Store in the World awards. He also works across retail, finance, hospitality, manufacturing, FMCG, energy and professional services. From global giants to family businesses, he helps C level executives manage change, achieve consistency and build a fully engaged workforce that can deliver world class customer service. He regularly conducts master classes and board room sessions in **Europe** and **the Middle East**, including travel retail, where customers crave simple, reliable experiences and productive teams that drive sales. Beyond consulting, Alan is a visiting professor with **ESA Business School in Beirut** and a mentor to senior leaders who want a thriving company culture and sustained commercial momentum. He also writes a weekly advice column for the Sunday Independent, often described as Ireland's leading business newspaper, and contributes to **Gulf News**. Alan is a respected business writer. *He is the*

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author of *Premium is the New Black: Put the Customer at the Heart of Your Decision Making*, a hands on guide to building a customer experience culture, and *Culture Matters: The Four Must Have Values to Supercharge Your Business*, a modern business fable set on the River Shannon that shows leaders how to design a healthy culture that delivers sustainable growth.

Speaking Style & Audience Value

Alan's delivery is energetic, engaging and firmly commercial. Expect customer service case studies from famous global organisations, plain language frameworks and a focus on execution. Whether booked for a keynote, a masterclass or a coaching session, he simplifies complex issues, challenges complacency and cynicism, and helps people turn values into behaviours. He shows how culture eats strategy when customer promises fall short, then gives audiences the tools to reset their own customer service, align key messages and build a productive team that achieves amazing results in a dynamic world that is changing rapidly. Delegates leave with clear frameworks, an action plan to drive sales and a practical route to a fully engaged workforce.

Awards & Recognition

- Widely recognised for change management expertise
- Visiting Professor at ESA Business School, Beirut
- Business columnist for the Sunday Independent and contributor to Gulf News

Books & Publications

Premium is the New Black: Put the Customer at the Heart of Your Decision Making presents a practical approach to customer experience in a world where globalisation enables transparent comparisons and technology enables fast copying. **Culture Matters: The Four Must Have Values to Supercharge Your Business**, published in 2021, tells a story that helps leaders shape behaviours and build an organisation culture that lasts. Both titles offer practical ideas that help leaders create key messages, align teams and keep pace with the ongoing challenge to differentiate.

High-Profile Clients & Collaborations

Alan has collaborated with many iconic brands and famous global organisations, including Selfridges, Harrods, Intel, Vodafone, Mercedes, Toyota, Moët Hennessy, the United Nations and Dubai Duty Free. His track record includes supporting iconic brands across Europe and the Middle East, and working with countless retailers and big box operators to improve customer experience and increase sales.

WHAT PEOPLE SAY

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"We in the motor industry believe that we can learn a lot from the world of retail. Alan made that very clear."

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— SVP, Mercedes

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"As a public service institution, Customer Service is a priority for us. Alan inspired us with his commercial stories and showed how they'd work for us too."

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— HR Director, ECHA

"Alan is very commercial and gave practical, sound advice that truly inspired and motivated our people."

— CEO, Dubai Refreshments