



## Associate Profile

### Brian Byrne



Brian Byrne is a strategist and business war gamer who advises global corporations in Financial Services, FMCG (Fast Moving Consumer Goods) and Technology. His team analyzes mega-trends, geopolitical themes and capital flows to generate future scenarios so that clients can determine WHERE TO PLAY and HOW TO WIN. Much of the work is anchored with story-telling about culture, innovation, risk and strategy. Brian is also an expert at cultural and sales-marketing transformation at the company level.

He founded his advisory firm in 2001. Prior to that, he held senior industry roles at MetLife Insurance Company, where, as a senior Sales and Marketing officer, he supported the firm's transformation from a mutual structure to publicly-listed via an Initial Public Offering in 1999. In 1996, Brian reported to the CFO of Citibank prior to leading North American and Europe Retail Banking Strategy in 1997 as a Vice President in the New York City world headquarters. Brian also held prior executive roles at Kraft and Philip Morris Companies in Marketing, Business Development and Merger & Acquisitions functions.

As a Wall Street advisor he served on industry panels with respect to Financial Services Reform and conducted Wealth Management and Sales-Marketing Transformation engagements for Morgan Stanley, Citibank Private Bank, US Trust/Bank of America, Banker's Life and American Express.

In his current work, Brian has led over 100 business scenario planning sessions in over 60 countries and it is with this cross-cultural and diverse business sector perspective that he detects future alignments and risk/ opportunity scenario out of seemingly chaotic trends and patterns in the present. Client companies translate these scenarios into game-changer strategies and cultural agility in order to disrupt competitors. Generate sustainable advantage and ignite organic growth.

#### Qualifications/Experience

- Business Administration degree, the University of Windsor
- Post-graduate education, North-western University, Kellogg Business School and New York University
- Over 25 years of Business and advisory experience

#### Specialist Areas

- *Business war gamer, advising global corporations*
- *Analyzes mega-trends, geopolitical themes and capital flows to generate future scenarios*

*"I worked alongside Brian on a complex, multi-country brand development project, which involved aligning a series of very different national marketing teams, and then getting them to work constructively together to build a long term plan. This is never easy, but Brian led the project with determination, diplomacy and inspiration. As an ad agency person who is normally cynical about "consultants", I really enjoyed working with Brian, and would thoroughly recommend him." **Strategy Director, WCRS & Co.***

