

## Bernard Marr

Bestselling Author, Keynote Speaker and Strategic Performance Consultant

### Bernard Marr, In Brief...

Bernard Marr is an internationally best-selling author, popular keynote speaker, futurist, and a strategic business & technology advisor to governments and companies. He helps organisations improve their business performance, use data more intelligently, and understand the implications of new technologies such as artificial intelligence, big data, blockchains, and the Internet of Things.

LinkedIn has ranked Bernard as one of the world's top 5 business influencers. He is a frequent contributor to the World Economic Forum and writes a regular column for Forbes. Every day Bernard actively engages his 1.5 million social media followers and shares content that reaches millions of readers.

### More About Bernard Marr...

Bernard Marr was born near Hamburg in Germany, where he grew up. He then moved to Cambridge, England to complete his degrees in business, engineering and information technology. He then joined the Cambridge Judge Business School as a research fellow and later Cranfield School of Management. In 2006, Bernard left the business school world to focus on his own company Bernard Marr & Co.

Today, Bernard Marr is one of the world's most highly respected experts when it comes to business performance, digital transformation and the intelligent use of data in business. In that capacity he has worked with and advised many of the world's best-known organisations including Accenture, Astra Zeneca, Bank of England, Barclays, BP, Cisco, CRH, DHL, Fujitsu, Gartner, HSBC, IBM, Jaguar Land Rover, Mars, Ministry of Defence, Microsoft, NATO, The Home Office, NHS, Oracle, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP, Shell, the United Nations, Vodafone, Walgreens Alliance Boots, Walmart, among many others.

He is the author of 15 books and hundreds of high profile reports and articles, including the international best-sellers 'Data Strategy', 'Big Data in Practice', 'Big Data', 'Key Business Analytics', 'Key Performance Indicators', 'The Intelligent Company', 'Managing and Delivering Performance' and 'Strategic Performance Management'. His books have been translated into over 20 languages and have earned numerous Amazon No 1 bestselling positions, the CMI Management Book of the Year award, the Axiom book award and the WHSmith best business book award.

Bernard is a major social media influencer with over 1.2m followers on LinkedIn, over 110K fans on Facebook, over 100k Twitter followers, and an active presence on Slideshare, YouTube, and Instagram. He is generally seen as one of the world's top business and technology influencer. Beyond that, his expert comments also regularly feature on TV and radio (e.g., BBC News, Sky News, and BBC World) as well as in high-profile publications such as The Times, The Guardian, The Financial Times, the CFO Magazine and the Wall Street Journal.

Today, Bernard also enjoys teaching for the Irish Management Institute, Oxford University, BPP, and ICAEW. On top of that, Bernard also serves as non-executive director on the board of businesses and has a seat on the dean's council for Lancaster University Management School.

Away from his professional life, Bernard's priority is being a good husband to his wife Claire and father to his three children Sophia, James, and Oliver. Together with them and their dog Millie, he lives in Milton Keynes, just north of

London, England.

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