



Biographies

Short – (71 words) recommended for social media / short agenda

Alan hasn't rowed the Atlantic naked or climbed Everest in a Batman suit, (all highly commendable achievements of those who have), but he's conquered his own mountains. With scars and successes from 30+ major transformations and senior leadership roles, he now distils hard-earned wisdom into keynotes and workshops. His **Unconventional Advantage** helps people and organisations become change ready: more resilient, resourceful, and equipped to unlock the true value of lasting change.

Medium (169 words) – recommended for event web site / full agenda

Alan hasn't rowed naked across the Atlantic or climbed Everest in a Batman suit, (all highly commendable achievements for those who have), but life has presented him with his share of mountains to climb — personally and professionally. And he's got the scars, the stories, and the successes as a result.

For over three decades Alan has sidestepped the pitfalls of conventional approaches and achieved real success, across more than 30 major corporate transformations, (from the 3 perspectives of business leader, software vendor and business advisor with Gartner and leading management consulting companies), and in high-profile leadership roles. He's not seen it all but has seen a lot: successful and challenging transformations, effective and ineffective leadership, and positive and negative cultural environments.

Now he has packaged up all that experience into keynotes and workshops, to bring you the **Unconventional Advantage**: helping individuals and organisations become change ready. This means more resilient to change, more resourceful to take the lead through change and better positioned to deliver lasting value from change.



Long (297 words) – recommended for publicity

Alan hasn't rowed naked across the Atlantic or climbed Everest in a Batman suit, (all highly commendable achievements for those who have), but life has presented him with his share of mountains to climb — personally and professionally. And he's got the scars, the stories, and the successes as a result.

For over three decades Alan has sidestepped the pitfalls of conventional approaches and achieved real success, across more than 30 major corporate transformations and in high-profile leadership roles.

He has been an industry leader, a software vendor and a trusted advisor at Gartner and leading management consulting companies, giving a rare perspective of transformation and change - from three angles: buyer, seller and strategist. He's not seen it all but has seen a lot: successful and challenging transformations, effective and ineffective leadership, and good and (very) bad cultural environments.

Now he has packaged up all that experience into keynotes and workshops, to bring you the **Unconventional Advantage**: helping individuals and organisations become change ready. This means more resilient to change, more resourceful to take the lead through change and deliver lasting value. Not by following the beaten path – which has so often failed to live up to expectations; but by following the less worn path.

Forged in the fires of experience. his sessions blend real-life stories, original research, insights and a sprinkling of Scottish humour. They're not just talks—they're catalysts to inspire and equip you with pragmatic tools to empower change, build resourcefulness through a change-ready culture and unlock sustainable growth, no matter what life or business throws at you: to help individuals and organisations grow—not in spite of change, but because of it. As a regular commentator on transformation and change readiness, manufacturing and supply chain issues, Alan has appeared in notable publications including:

Forbes

RACONTEUR

Manufacturing
DIGITAL

