



# Minter Dial™

## About Minter Dial



### EXECUTIVE BIO

Minter Dial is a professional speaker, elevator and a multiple award-winning author, specialized in leadership, branding and transformation. An agent of change, he's a three-time entrepreneur who has exercised twelve different métiers and moved country fifteen times. Minter's core career stint of 16 years was spent as a top executive at L'Oréal, where he was a member of the worldwide Executive Committee for the Professional Products Division. He's author of the award-winning WWII film and book, *The Last Ring Home* (2016), as well as three prize-winning business books, *Futureproof* (2017), *Heartificial Empathy* (2019) and *You Lead, How being yourself makes you a better leader* (Kogan Page, 2021) winner of the Business Book

Award 2022 in the category of Leadership. He's currently working on a new project, [\*Dialogos, Fostering More Meaningful Conversations\*](#) via Substack, where he's publishing online weekly articles that will convert into a full book in 2023. He's been host of the [Minter Dialogue weekly podcast](#) since 2010. He is passionate about the Grateful Dead, Padel Tennis, languages and generating meaningful conversations. @mdial / [minterdial.com](http://minterdial.com)

### LONGER BIO

Minter Dial is a globally renowned professional speaker, multiple times award-winning author and consultant, who is driven by the need to elevate the debate and connect dots, ideas and people to create new patterns. With specialisms on Leadership, Branding and Transformation, he has given over 500 talks and seminars to audiences in five continents and was ranked top 3 speaker at the Adobe EMEA Summit 2014, 2015 and 2016. Minter's core strength is making strategies come to life through his experiential activation programs. He is regularly cited or voted as a top influencer in marketing, B2B and new tech: [ExoB2B Top 20 in 2020](#), BrowserMedia & Buzzsumo [Top Digital Marketing Influencer 2019, 2020 & 2022](#).

A storyteller who enjoys exploring the diversity of media formats, Minter is the author and producer of the award-winning WWII documentary film, *The Last Ring Home*, which has been aired nationally in North America (PBS), Australia and NZ (History Channel). The documentary film won Best Foreign Film at the International Film Festival of Charleston as well as Best Documentary and Best Screenplay at the Southern Shorts Awards. See the trailer: <http://youtu.be/o4o1DPHrfF8>. The eponymous book won the Book Excellence Award in the category of Biography.



+447399 443103



[dialminter@gmail.com](mailto:dialminter@gmail.com)



@mdial

[www.minterdial.com](http://www.minterdial.com)

His second book, [\*Futureproof, How To Get Your Business Ready For The Next Disruption\*](#) (Pearson / FT) co-written with Caleb Storkey, bowed September 2017, was nominated for FT Business Book of the Year 2018 and won the Business Book Award 2018 in the category of *Embracing Change*. His third book, [\*Heartificial Empathy, Putting Heart into Business and Artificial Intelligence\*](#), won the Book Excellence Award 2019 and was a finalist for the Business Book Award 2019.



His last book, [\*You Lead, How Being Yourself Makes You A Better Leader\*](#) (Kogan Page, 2021) won the Business Book Award 2022 in the category of Leadership. Maurice Lévy, Chairman of the Publicis Group, has said of this book: “A must read if you want to learn the shortest way to the top and leadership: it’s inside yourself!”

He’s currently working on a new project, using the 19<sup>th</sup> century mechanism of publishing each chapter on a weekly basis (à la Charles Dickens), [\*Dialogos, Fostering More Meaningful Conversations\*](#), using the Substack platform. This will culminate in a book in 2023.



With entrepreneurial spirit, he co-founded with Sam Sethi and Andrew Grill, the **Podcast Festival**, two online events celebrating and uniting podcasters around the world. See more [here](#).

He is also the author of the blogs [MinterDial.com](#) and [MinterDial.fr](#) (in French) and a weekly [podcast that has been running since 2010](#) and that is part of the Evergreen network and is frequently cited as a top branding and marketing podcast. He is a contributor to [Irish Tech News](#) and has been published on well over twenty media portals such as Business Insider, INC., Huffpo, CMO.com, CEOWorld, and Social Media Today....

Prior to setting out on his own, Minter led a 16-year international career with the **L'Oréal Group** – including 9 different assignments in France, England, USA and Canada. In his last post with L'Oréal, Minter was a member of the worldwide Executive Committee of the Professional Products Division, responsible globally for e-business (Internet, intranet, CRM), Business Development, education, sustainable development & communication. Previously, Minter was Managing Director of the Canadian subsidiary (L'Oréal Professional Products Division) and CEO Worldwide of the brand **REDKEN, 5th Ave NYC**.

Before working at L'Oréal, Minter began his career in Product Marketing for the investment bank, **Donaldson, Lufkin & Jenrette**, NYC, for 4 years. Then, he joined a startup, The Myriad Group, Travel Agency for Entertainers, based in Washington DC, for two years, before returning to

Europe to do his MBA.

In terms of studies, Minter was educated at Eton College (1978-1982), received his BA in Trilingual Literature from Yale University (1987) and gained his MBA at INSEAD, Fontainebleau (1993).

Clients include Burberry, Carrefour, Google, Kering, Liferay, L'Occitane, L'Oréal, LVMH, Orange, Rémy-Cointreau, Salesforce, Samsung, Tencent and Total.

Minter is advisor of the ECV Digital School, based in Paris, and previously NED board member of SBT-Human(s) Matter (Lyon) and Lastminute.com Group. He is passionate about languages, racquet sports (especially padel tennis) and the Grateful Dead.

He is based out of London, and is able to deliver speeches in English, French and, with due preparation, in Spanish.

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*To book Minter Dial, he can be contacted via his [website](#) or directly at [dialminter@gmail.com](mailto:dialminter@gmail.com).*

*Otherwise, you can find him on:*

*[Twitter @mdial](#)  
[Instagram @mdial](#)  
and [LinkedIn](#)*

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+447399 443103



[dialminter@gmail.com](mailto:dialminter@gmail.com)



@mdial

[www.minterdial.com](http://www.minterdial.com)