

## N. MINTER DIAL

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Summary - Minter Dial is an international speaker, consultant and an award-winning author and filmmaker. He is an authority on **leadership, branding and transformation**. His mission is to help activate brand strategies. He is advisor of the [ECV School](#), previously NED of SBT-Human(s) Matter (Lyon) and [Lastminute.com Group](#). His books include the [You Lead, How Being Yourself Makes You A Better Leader](#) (Kogan Page 2021) which won the Business Book Award 2022 (Leadership), [Heartificial Empathy](#), which won the Book Excellence Award 2019, and [Futureproof](#), published by Pearson (FT Press) that won Business Book Award 2018. He has also written and produced the award-winning WWII documentary film and book, [The Last Ring Home](#). His latest project is on Substack: [Dialogos, Fostering Meaningful Conversation](#).

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### WORK EXPERIENCE

<b>2018 - Current</b>	<b>MYDIAL LLP, Director</b>	LONDON
<b>2009 - 2017</b>	<b>MYNDSET COMPANY, President / Founder</b> Professional speaker, emcee and consultant.	PARIS/LONDON

- **Professional Speaker:**

Leadership & New Tech: Salesforce EMEA, Etch Group, Liferay, Axa, Carrefour, Security Institute, Estée Lauder (USA), SXSW 2018 & 2019 (USA), CogX 2019 (UK), Burberry (UK), PegaWorld 2019 (USA), Digital Editors Network (UK), Digital Analytics Summit 2018 (Turkey), Eesti Energia (Estonia), Pull Conference 2018, Adobe Summit EMEA 2014, 2015 & 2016 (UK), ADV Group (Russia), Netexplo Forum 2016 (FR), iGaming 2015, 2016 & 2017 (Holland), Cision Summit 2017 (FR), DemandWare 2015 (USA), Credit Agricole (Italy), Natixis, BNP Paribas (Belgium, USA)  
Digital Transformation: Mylan France, L'Oréal (Canada), American Marketing Association (USA), Bonduelle (France), L'Oréal Norway Hair Show (Norway), Tencent (China), Orange (FR), Renault (FR), LVMH (Russia), Wahl Group (Germany), UKTI Annual Summit (Spain), Key Persons of Influence (UK).

- **Emcee:** Global Editors Network - Data Journalism Awards 2015, 2016, 2017, 2018 & 2019 (Spain, Austria, Portugal, Greece), Brave World Conference 2018 (Estonia), Netexplo Forum 2012-2016 (FR), Sony Mobile EMEA, London Business School (UK), Innovation Napoleon, Influencer Marketing for Luxury Brands (Traackr – Paris, London), Natixis/BPCE (USA).

- **Consultant:**

Brand Strategy: HAI Vision (Canada), Bravofly Rumbo Group (Switzerland), Davines Groupe (Italy), Balmain Hair (Holland), Foto.com (Belgium), Mazda (France).  
Digital Strategy: L'Occitane, La MAIF, Orange France, Credit Agricole, Pernod Ricard, Mazda, GDF-Suez, Samsung, Transitions, Essilor.  
Luxury: Conceived and animated strategy activation sessions for senior management at Kering (Gucci, Boucheron, Puma), Rémy Cointreau, Kao Cosmetics, L'Oréal, Publicis.

- **Universities & Schools:** EDHEC Digital Transformation programmes for senior executives; Executive marketing courses at Sciences Po, Sorbonne, Paris I, M.B.A. (CELSA) and HEC; Digital Marketing Strategy at ESGMS (Paris); “The Future of Learning” (Dauphine).

2011 - 2016	<b>NETEXPLO, Worldwide Observatory of New Tech Trends</b> Associate and Director of International Business Development -Oversaw International Media Relations (NY Times, Folha de S.Paulo, Caixin...) -Member of UNESCO Netexplo Advisory Board	FRANCE
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<b>1993 - 2009</b>	<b>L'ORÉAL S.A.</b> , Professional Products Division. Marketing and sales of professional products to the hairdresser industry worldwide.	
8/06-9/09	<b>Worldwide Managing Director, International Professional Development Department</b> , Professional Products Division (PPD) Worldwide responsibility for Business Development, e-Business, Education, Artistic Relations and Communications. Worldwide Executive Committee. Budget of €12MM. <ul style="list-style-type: none"> <li>Oversaw the PPD's <b>e-Business</b> department. Responsible for overseeing all on-line activities, including 7 institutional brand sites distributed throughout over 50 countries; two e-Commerce sites (USA); a professional hairdresser portal (under design); corporate intranet; President's blog.</li> <li>Drove the strategy and human capital development for the <b>Education</b> (B2B) function worldwide, enhancing the pedagogical tools, implementing ROI measurements.</li> <li>Presided over the Social Responsibility Committee for the Professional Division.</li> </ul>	FRANCE
10/03-8/06	<b>Managing Director, Senior Vice-President</b> , Professional Products Division (PPD). Full Profit & Loss Responsibility for L'Oréal Professionnel, Matrix, Redken & Kérastase. 140 employees. C\$90 million in net sales. <ul style="list-style-type: none"> <li>Achieved compound divisional top line growth of +36% '06/'03 (overall market est. +2-3% per year). Division market share grew by 4.6 points to 25% over same period.</li> <li>Negotiated and executed a distribution change for Redken to create an optimised commercial strategy across Canada. Market share gains 2006-2007 for the brand exceeded expectations.</li> <li>Executed integration and complete distribution realignment of ARTec acquisition (\$4 million) into L'Oréal Professionnel brand.</li> </ul>	CANADA
7/00-10/03	<b>General Manager Worldwide</b> , Redken 5 <sup>th</sup> Avenue NYC. Worldwide brand manager of Redken (US\$300 million). 40 countries. <ul style="list-style-type: none"> <li>Devised new worldwide creative for the image of Redken, responsible for reinvigorating the brand. Instituted and implemented brand charter.</li> <li>Drove double-digit top line worldwide sales growth each year.</li> </ul>	USA
1/00-6/00	<b>Vice President of Marketing and Creative</b> , Kérastase & L'Oréal Professionnel.	USA
10/98-12/99	<b>Director of Marketing, Retail USA</b> , Redken 5 <sup>th</sup> Avenue NYC.	USA
1/97-9/98	<b>Senior Project Manager, New Product Development</b> , Kérastase International. <ul style="list-style-type: none"> <li>Developed anti-hairloss range to become #1 worldwide leader in its category.</li> </ul>	FRANCE
1/95-12/96	<b>Senior Product Marketing Manager</b> . Launched Inné, a natural hair care range.	UK
5/94-12/94	<b>Product Manager</b> . L'Oréal Professionnel permanent waves.	FRANCE
8/93-4/94	<b>Sales Representative</b> . L'Oréal Professionnel. Ranked #2 out of 156 reps in France.	FRANCE
<b>1991 - 1992</b>	<b>THE MYRIAD GROUP</b> , Event-based Travel Marketing, Washington, DC. Specialized in travel services for entertainers; conference management and tourism development with government agencies. 12 employees. \$2 million in sales.	USA
<b>1987 - 1991</b>	<b>DONALDSON, LUFKIN &amp; JENRETTE, INC. (DLJ)</b> , Investment Bank, New York. <b>Vice President</b> , Product Marketing – Capital Markets Group. <ul style="list-style-type: none"> <li>Youngest Vice President in DLJ's history.</li> </ul>	USA

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## NED BOARD EXPERIENCE

<b>2022 -</b>	<b>NEH GROUP</b> Board member of North End House Properties (160 flats)	U.K.
<b>2020 - 2022</b>	<b>SBT   HUMAN(S) MATTER INC.</b> (STRATEGIC CONSULTANCY USING COGNITIVE SCIENCES) Non-executive board member.	FRANCE
<b>2015 - 2017</b>	<b>LASTMINUTE.COM GROUP</b> (ONLINE TRAVEL & MEDIA)	SWITZERLAND / ITALY

Non-executive board member and Chair of the Remuneration Committee.  
 -Oversaw purchase and integration of the Lastminute.com acquisition, including corporate name change as well as a number of other M&A activities.  
 -Mutation of the company to a media company.

**2015 -** **ECOLE DE COMMUNICATION VISUELLE (ECV)** FRANCE  
 Private college, training students in coding, digital marketing and design.  
 Non-executive board member.  
 -Expansion into 5 cities throughout France.

## PUBLICATIONS

**Books** [\*You Lead, How Being Yourself Makes You A Better Leader\*](#), Kogan Page, January 2021. Winner of the Business Book Award 2022 (category of Leadership).  
[\*Heartificial Empathy: Putting Heart into Business and Artificial Intelligence\*](#), DigitalProof Press, November 2018. Winner of Book Excellence Award 2019 (category of Technology); shortlisted for the Business Book Award 2019.  
[\*Futureproof, How to get your business ready for the next disruption\*](#), cowritten with Caleb Storkey, 312 pages, paperback – Pearson Publishing (FT Press), September 2017. Business Book Award 2018 (category of Embracing Change). Nominated for McKinsey Business Book of the Year 2018.  
[\*The Last Ring Home\*](#), A POW’s Lasting Legacy of Courage, Love, and Honor in World War II, 240 pages, hardcover – Myndset Press, November 2016. Book Excellence Award 2018 (category of Biography).

**White papers** [\*The Nine Obstacles to Influencer Marketing Practices Growth in the Luxury Sector\*](#) – Digital Marketing Magazine, September 2016  
[\*Influencer Marketing – Challenges for Luxury Brands\*](#) – white paper co-written with Nicolas Chabot  
[\*Digital Transformation for Luxury Brands\*](#) – LikeMinds Blog, April 2015  
[\*Why Relationship Marketing is the New Model of Luxury Brands\*](#) – Social Media Today  
[\*The Sales Organization of the Future\*](#), white paper published on eConsultancy (co-written with Eric Mellet)  
*The Brand University*, white paper first published on BrandChannel (co-written with Eric Mellet)  
*Professional, Personal & Private, Getting your brand’s privacy settings right*, on The BrandChannel

**Contributor** [Social Media Today](#), [Huffington Post](#), [Business Insider](#), [CMO.com](#), Salesforce.com, Irish Tech News, Disruption Hub, Adobe

**Podcast & Blog** Host of the [MinterDialogue](#) Weekly Podcast since 2010. Top 15 Branding Podcast 2019 by Feedspot and a monthly show in French  
[MinterDial](#) (blogging since 2006). Worldwide Top B2B Marketing Influencer 2018-2020.  
 Co-founder of the Podcast Festival Live 2020

**Film** *The Last Ring Home*, directed by Joshua Shelov, produced by Minter Dial, edited and co-produced by Eastwood Allen. (premiered October 20, 2016)  
 Winner of *Best Foreign Film* at the Charleston International Film Festival 2016.  
 Winner of *Best Documentary* and *Best Screenplay* at the Southern Shorts Festival (Winter 2017).  
 Selected by seven film festivals, including GI Film Festival and Ojai Film Festival.  
 National broadcast on PBS in USA (2017 & 2018). Aired on History Channel in Australia and New Zealand (2016 and 2017). Distributed on ShortsTV and HistoryHitTV. [www.thelastringhome.com](http://www.thelastringhome.com)

**EDUCATION** **INSEAD**, M.B.A. 1993 FRANCE  
**YALE UNIVERSITY**, Tri-lingual Literature B.A. 1987, Minor in Women’s Studies USA  
**ETON COLLEGE** 1982 UK

**LANGUAGES** Fluent in **English** and **French** (Level 5/5); conversational **Spanish** (3.5/5) & **Italian** (2/5); basic knowledge of **Russian** (1/5).