

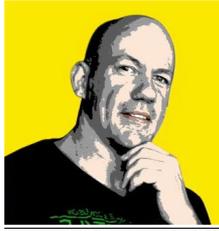


STU LLOYD

Speaker Profile 2020

"The Perfect Storyteller!" – The Telegraph, UK





First, a few words about me.

“Four years ago, as I lay in hospital recovering from a massive cancer operation, I wondered how I’d ended up there, and what was my real purpose in this life. If I survived that, what would I spend the rest of my life doing?”

Through the clouds of morphine I looked back on what I’d achieved so far: 20 years of high-flying award-winning life as an ad agency creative director and founder.

The 100,000 books I’d sold on topics from business creativity, to travel, to colonial and military history. Plus hundreds of newspaper articles and magazine features I’d written, the highlight being a piece on Mongolia for Nat Geo Traveler.

The special interest military history tour guiding I’d done, taking WW2 veteran’s families through the battlefields and POW camps of South East Asia.

The dozens of songs I’d written for Warner Music as a contracted songwriter (their least successful signing ever, I should add. Taylor Swift was never in danger).

And the transformative trainings and keynote speaking I’d been doing with major companies and conferences around Asia Pacific since 1999.

Then it struck me: all those things had a common thread – storytelling.

And I decided there and then that I would devote the rest of my life (however long or short that might be) to helping others gain the pleasure, privilege and power of storytelling, and enjoy the rich rewards it has brought to my life.

So CATMATDOG was born on that hospital bed, and we’ve enjoyed 4 years of record years of business since then, working with companies like Intel, Adobe, Adidas, Citibank, Pfizer and Mercedes Benz, to unleash the power of their storytelling.

That’s why I do what I do, and that’s why I’m looking forward to working with you too.”

Topics that I tackle

Disruptive innovation, business creativity and creative thinking, challenging the status quo, trans-disciplinary thinking and behaviour, storytelling in business and personal life, the power of vision and purpose, the neuroscience of performance and engagement, humanizing your company and brands ... that sort of thing. What do you have in mind?

**I build bridges with you,
and help you build bridges with your audience/s**



“Stu literally had our sold out audience on their feet at a packed Marina Bay Sands. He engaged with stories, wit and wisdom in his own unique style. It was a real pleasure to see the legend in action and engaging the audience.

Stu captured their attention and inspired them with opportunities and openings that they never knew existed and made them laugh along the way. You certainly won't regret employing Stu to be your keynote speaker.

Star man!”

- Chris Reid, LinkedIn's most-recommended CEO, Singapore.

“Your session totally rocked! The communication, the delivery, the vision. We are proud that you made this event very special.” –

Director, Ayanaant Thought Leadership Conference, India.

“Awesome presentation! A natural, like a rock star up there!”

Shashank Nigam, CEO, Singapore.

“Dynamic, energetic, knows how to connect with an audience and get his point across. Anyone will be happy to have Stu come in and work with the team because he really connects with an audience, and to me that's #1.”

- Marion Hedouin-Walsh, VP, Minor Hotels Group

“Wow! Fantastic! I especially appreciated your dynamic presentation!”

- Frederic Pierret, Executive Director, UN WTO.

“Amazing! Stu's passion and dynamic personality ignited a real buzz among the delegates!” – Yingxia Tan, Conference Organiser, Singapore.

“Loved this session at World Marketing Congress. Seldom have I seen such a great storyteller captivating the audience for close to an hour and making them ask for more.” – Arpan Biswas, CMO, Wonderchef, India.

**Some of the key speaking engagements, events and conferences
that have benefitted from The Stu Lloyd Experience ...**



UNWTO – Tourism Innovation and Trends, Guilin, China.

TEDx ‘Creativity & Collaboration’, Chiang Mai, Thailand.

Times Direct Marketing Conference, Bangkok, Singapore, Taipei.

Asia Corporate Innovation Summit, Jakarta.

Adidas People Days – Shanghai, Jakarta, Bangkok, Ho Chi Minh City.

Social Selling Conference, Singapore (600 people)

World Marketing Congress, Mumbai

Cruise Asia Conference, and Tax Free World Association, Singapore

AustCham Australia Day Concert, Ho Chi Minh City (4500 people)

Asia Hotel Management Summit, Hong Kong

PATA Gold Awards, Kuala Lumpur (1000 people)

Ayanaant Thought Leadership Conference, Delhi

Rock the Room Conference, Los Angeles, USA

**Plus hundreds of in-house corporate engagements in 25 countries for
Intel, Adobe, Johnson & Johnson, DaimlerBenz, Adidas, etc, etc.**



Let's unleash the power of your storytelling. Thanks!

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CatMatDog.com

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YouTube: [CatMatDog](https://www.youtube.com/CatMatDog)

