

Stu Lloyd
“The Perfect Storyteller!” – The Telegraph, UK.



Born in Zimbabwe, Australian citizen Stu is celebrating 30 years as a professional storyteller in 2020.

As an advertising guy with a psychology background, he was a creative director and copywriter for agencies such as **Ogilvy& Mather, Saatchi & Saatchi, Bates**, etc, before co-founding integrated agency, **LloydMartin**, which he successfully built up into a \$20 million dollar business and sold to US-listed group **DraftFCB**.

Has won a number of international advertising and direct marketing awards for clients such as **P&G, Sheraton Hotels, Mandarin Oriental Group**, etc. But what's more important is the business results he achieved for clients.

He has published 13 books which have hit #1 on 5 Amazon sales charts and sold over 100,000 copies, and spent several years as one of the most widely published travel writers in Asia Pacific, including features in *National Geographic Travel, Travel + Leisure*, and dailies such as *South China Morning Post*.

Little known fact: he was once contracted to Warner Music as a songwriter. (Taylor Swift had little need to be nervous!)

Stu was a founding lecturer at the **Singapore Institute of Advertising**, has addressed a **UN WTO** forum on innovation and trends, and MC'd a **TEDx** event on Creativity & Collaboration.

Stu also helps Fortune 500 companies like **Citibank, Accor, Colgate, Pfizer, Discovery Channel, Adobe, Intel etc** to unleash their creative storytelling and content creation skills.

Stu has a degree in Psychology/Mass Communications from Macquarie University, and certifications from Copenhagen Business School in Neuroscience and Neuro-marketing. He pioneered persuasive target emotions 'hot buttons.'

He learned sales from Australia's leading car salesman, and has sold caravans, real estate, and even ladies perfume to get 'real world' sales experience on top of the hundreds of millions of dollars of business he successfully pitched and won in the advertising world.

This makes him a valuable all-rounder who understands how best to captivate, convince, and convert. Online or offline, above or below the line, B2B or B2C.

Some Kind Words About My Words

'A damn fine journalist.' – Tom Iggulden, Fairfax Group commissioning editor (now ABC Producer).

'Terrifying accuracy.' – Nury Vittachi, Far Eastern Economic Review and The Hong Kong Standard.

'Some of the liveliest, entertaining and well-written text these eyes have come across.' – Jennifer Mallozzi, editor, Orientation.com

'The perfect storyteller!' – Nicki Grihault, The Telegraph, UK.

Referees:

Brett Goulston: former colleague and director at Ogilvy & Mather

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'Stuart has worked both for me and with me on many occasions over the years. In various capacities he has developed outstanding creative concepts, written detailed sales and editorial copy and helped with the development of an international business. Stuart is a guy you want on your team.'

Rod Eime: fellow member of Australian Society of Travel Writers

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'An engaging speaker, a consummate writer and storyteller blended with a dash of good ol' magnetic personality and you have a leader and motivator in the classic mould.'