



Alan O'Neill

Alan O'Neill, MBA, is an international change management expert, consultant and keynote speaker. With over 30 years' experience, he guides organisations to achieve profitable growth by transforming culture, embedding customer-centric strategies and overcoming resistance to change with practical, proven methods.

KEY TOPICS

- The 7-Steps to Profit: Transforming Organisations for Growth
- Customer Experience: Putting the Customer at the Heart of Every Decision
- Culture as the Golden Thread of Business Success
- Change Management: How to Overcome Resistance and Inspire Progress
- Leadership in Times of Transformation
- The Selfridges Case Study: From Bricks to Clicks to World-Class Retail

BIOGRAPHY

Introduction

Alan O'Neill, widely known as The Change Agent, is a consultant, author and keynote speaker who specialises in business transformation, customer experience, and culture change. With three decades of boardroom and frontline experience, he equips organisations with the insights and practical tools to thrive in a disruptive, customer-driven world.

Professional Background & Credentials

Alan has advised iconic global brands across sectors, including Selfridges, Toyota, Harrods, Getty Images, AIB Bank, Mercedes, Intel, Vodafone, Moët Hennessy, and the United Nations. His pivotal role in Selfridges' reinvention from a traditional retailer into a "clicks and bricks" global leader exemplifies his impact. Under his guidance, the company grew profits from £45 million to £200 million and won multiple "Best Department Store in the World" awards. His client work extends across industries such as retail, finance, hospitality, manufacturing, FMCG, energy, and professional services, delivering results through customer-centric strategies, performance culture, and innovation. In addition to consultancy, he is a visiting professor with ESA Business School in Beirut and a mentor to C-suite executives seeking sustainable growth strategies. Alan is also a respected business writer, contributing a weekly column for the Sunday Independent and regular features in Gulf News. He is the author of *Premium is the New Black – Put the Customer at the Heart of Your Decision-Making*, a guide to embedding customer-centric strategies for long-term success.

Speaking Style & Audience Value

Alan is known for his energetic, engaging and commercial delivery. His sessions combine practical insight, hard-won business lessons and inspirational case studies. Whether delivering keynotes, masterclasses, or coaching sessions, he simplifies complex issues and challenges audiences to embrace change, strengthen culture, and

drive measurable growth. Delegates leave with clear frameworks, actionable strategies, and renewed confidence in tackling disruption.

Awards & Recognition

- Voted one of Europe's leading change management experts
- Visiting Professor at ESA Business School, Beirut
- Recognised business columnist for Sunday Independent and Gulf News

Books & Publications

Alan O'Neill is the author of several influential books that bring his decades of business expertise to life. His works include Premium is the New Black – Put the Customer at the Heart of Your Decision-Making, a guide to embedding customer-centricity into every business decision, and Culture Matters: The Four Must-Have Values to Supercharge Your Business (2021). Written as a modern business fable set on the River Shannon in Ireland, Culture Matters explores how leaders can design strong organisational cultures that drive sustainable growth. It is widely regarded as a practical and accessible resource for executives, professionals, and business schools focused on organisational health and long-term performance

High-Profile Clients & Collaborations

Alan has collaborated with some of the world's most iconic organisations, including Selfridges, Harrods, Intel, Vodafone, Mercedes, Toyota, Moët Hennessy, the United Nations and Getty [Contact us now](#) for more information on how Alan can inspire your leaders, energise your teams, and guide your organisation to achieve sustainable growth through customer-centric change.

WHAT PEOPLE SAY

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"We in the motor industry believe that we can learn a lot from the world of retail. Alan made that very clear."

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— SVP, Mercedes

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"As a public service institution, Customer Service is a priority for us. Alan inspired us with his commercial stories and showed how they'd work for us too."

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— HR Director, ECHA

"Alan is very commercial and gave practical, sound advice that truly inspired and motivated our people."

— CEO, Dubai Refreshments