



Greg Robertson

**Executive Coach | Media & Entertainment Leader |
Global Business Strategist**

With nearly five decades of experience in the media, entertainment, and communications industries, Greg Robertson is a seasoned executive and a trusted advisor to global leaders. Having held senior leadership roles at three major international studios, Greg possesses a wealth of expertise in international business, content distribution, production, and corporate leadership.

Greg has a proven track record of launching new businesses in diverse and complex markets across the Asia-Pacific region. Throughout his career, he has successfully negotiated high-value deals with multinational corporations and executives from various cultural and professional backgrounds. His ability to navigate disruption, foster strategic growth, and drive impactful change makes him an invaluable coach and mentor to business leaders worldwide. Beyond his executive leadership roles, Greg has served on multiple corporate and non-profit boards, most notably as Chairperson of The Movie Network, a joint venture between four major studios. His extensive board experience provides him with deep insights into corporate governance, business strategy, and organizational growth.

Greg's expertise in executive leadership, business transformation, and strategic advisory makes him a sought-after coach for senior executives and emerging leaders looking to elevate their careers and business performance in a rapidly evolving global landscape.

EXPERTISE/SPECIALISATION

- Strategic Decision-Making & Business Growth
- Deal Negotiation & Stakeholder Management
- International Business Expansion & Market Entry
- Business Planning, Forecasting & Financial Oversight
- Content Production & Global Distribution
- Navigating Industry Disruption & Transformational Leadership

BUSINESS EXPERIENCE

- Founder & Principal, GJR Media Consulting (2021–Present)
- Senior Vice President & Managing Director, MGM International (2012–2021)
- Vice President, Senior Vice President & Managing Director, Warner Bros. International (1986–2012)
- Chairperson, The Movie Network Board (2002–2012)
- Sales Manager, Columbia Pictures Television

BUSINESS COACHING AND EXECUTIVE EDUCATION

- In-house CEO training and executive development programs.
- Coached individuals and teams in management, marketing, and sales to achieve leadership and performance goals.
- Supported senior professionals in enhancing leadership, strategic thinking, and decision-making.
- Mentored executives navigating complex business environments and organizational change.
- Delivered management development initiatives aligned with talent and succession strategies.
- Holds a Business Management Diploma.



COACHING GROUP