



Major Career Roles

CEO & Co-founder, The Portfolio Collective
COO Europe, Google
Group CEO, Adknowledge
CEO & Founder, Digital People

Other Career Highlights

Advisory Board Member, GALLOS Technologies
Board member, MoneyPlus
Board member, Hypervolt
COO, European Directories
VP Sales, Coca-Cola India
Strategy Consultant, McKinsey & Company
Captain, British Army (Royal Engineers)

Ben Legg is a high-energy, pragmatic operator who has spent his career at the frontier of technology and growth, and now helps CEOs and investors navigate the shift to an AI-first world. As COO of Google Europe he wrote the monetisation blueprint for Search, YouTube and Mobile that is still in use today. As a three-time private equity-backed CEO he tripled revenue and built tech businesses globally. Today, as CEO of Digital People, he mentors chief executives on one of the hardest questions on their desk: how to build an agentic business and lead an organisation in which bots may soon outnumber humans.

From serving as a British Army officer during the relief of the Siege of Sarajevo, to the turnaround of Coca-Cola India, to hypergrowth at Google, Ben brings a rare "warrior-to-boardroom" perspective: making the right call under scrutiny, with imperfect information, when the stakes are high. He advises 5-10 senior business leaders every week - from FTSE 100 boards to private equity to tech hyperscalers. He is also a leading advisor to Wall Street investors trying to understand the flood of new technologies coming out of Silicon Valley. His counsel therefore reflects the cutting-edge opportunities and risks facing business today.

Ben's approach as a mentor is to cut through the hype. He believes the leaders who win the next decade will not be the busiest "doers" but the clearest "designers of the machine" - redesigning how their organisation enables human and AI collaboration rather than bolting AI onto old processes. He is a pragmatic, candid sounding board who has sat in the operator's seat through disruption and explains complex change in plain English, alongside a practical blueprint for what to do on Monday morning.

Ben is co-author of the award-winning Marketing for CEOs: Death or Glory in the Digital Age, a sought-after keynote speaker, and has lived in nine countries and worked across more than 60 markets.

Ben brings deep cross-sector expertise in:

- Designing the AI-first organisation - What the org chart looks like when you have more bots than humans, and how to build "the liquid organisation," configured for human and AI collaboration.
- Growth, monetisation and go-to-market reinvention - Rethinking how organisations create and capture value, drawing on 20 years at the cutting edge of digital business.
- Leading through disruption and turnaround - From Coca-Cola India to PE-backed hypergrowth, leading organisations through transformation, scrutiny and high-stakes change.
- Investing in an AI-enabled world - Operator-grade judgement on where value will accrue as AI becomes ubiquitous, separating durable winners from those riding the wave on borrowed time.