

- AUTHOR
- SPEAKER
- CEO
- FOUNDER



MEDIA KIT 2026

ABOUT JARROD McGRATH

Jarrold McGrath is a globally recognised speaker, media commentator, and business leader focused on how organisations design, govern, and deliver work in an increasingly complex and accountable world. He is widely regarded as a thoughtful and practical voice on leadership, accountability, operating models, and the systems that underpin trust and performance.

With more than two decades of experience, Jarrold has founded and led multiple businesses spanning consulting, technology, and the arts. This breadth of experience gives him a grounded, real-world perspective on how organisations actually operate: beyond theory, trend, or ideology.

Jarrold is the Founder and CEO of Smart WFM, a global workforce management advisory and delivery firm and long-standing UKG partner, supporting organisations across industries and geographies. Through this work, he partners closely with boards, CEOs, and senior leaders to address workforce complexity, compliance risk, operating model design, and large-scale transformation.

He is also the Founder of TraceEzy, a workforce compliance and risk assurance platform created in response to a recurring challenge observed across organisations: despite significant investment in systems and technology, leaders often lack clear visibility and traceability across work, rules, and outcomes. TraceEzy reflects Jarrold's belief that trust, compliance, and responsible automation depend on organisations being able to clearly see and govern how work actually happens.

As a commentator, Jarrold focuses on modern CEO accountability, work intelligence, systems of compliance, workforce platforms, and the implications of technology and AI for governance and decision-making. His insights have featured in leading publications including the Australian Financial Review, The Australian, Forbes, CEO Magazine, HRM, and The Mandarin.

Jarrold is also committed to philanthropy, contributing to people-focused initiatives with a strong emphasis on Indigenous literacy and education.



THE FOUNDER
AND CEO OF
SMART  WFM

THE FOUNDER OF
 TraceEzy


JARROLD
McGRATH

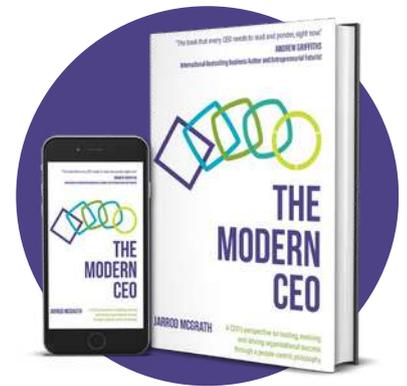
THE PEOPLE IMPERATIVE SERIES

THE MODERN CEO

The roles and responsibilities of CEOs have been put to the test in recent years. Never before has the corporate leader had to do business in such a rapidly evolving, globally influenced and turbulent time. For many CEOs, this means that it's time to rethink strategies, philosophies and tactics.

As a CEO of his own company, an Australian Financial Review TOP Fast 100 Company, Jarrod McGrath knows only too well just what it takes to lead effectively, managing the challenges of being a modern CEO on a day-to-day basis. At the same time, Jarrod works with CEOs around the world, all of whom are facing the same issues. It became clear that a fresh approach to leading organisations was needed.

With the input of leading CEOs from around the world, extensive research on the changing roles of CEOs and the challenges and opportunities they face, *The Modern CEO* is an inspirational and practical guide.



RELEASED 2023

THE DIGITAL WORKFORCE

Jarrod McGrath's first book, *The Digital Workforce*, has helped organisations around the world to make the transformation to digitally managing their workforces. Whilst this may sound like a simple process, it is in fact more complex than people realise. Embracing this concept is at the core of creating a far more engaged and functional workforce and a superior people experience overall.

Using real examples, anecdotes, stories, case studies, models, frameworks and powerful expert interviews, *The Digital Workforce* is a very practical and hands-on book. In a world where many organisations are struggling to keep up with the rapid rate of change, *The Digital Workforce* is a critical part of any future-proofing strategy.



SECOND EDITION
OUT NOW

THE DIGITAL OPERATING MODEL

Jarrod is already planning his next research project and book, *The Digital Operating Model*, which will deep dive into the world's most successful people-centric organisations. He will look at how people and their organisations are evolving through advanced neuro-sciences, technology evolution, including intuitive no-code and next generation AI. This is a merging of the virtual and physical environments, futuristic learning and systemic thinking.

The Digital Operating Model is going to revolutionise the way companies are run around the world.



COMING SOON

JARROD McGRATH IN THE MEDIA

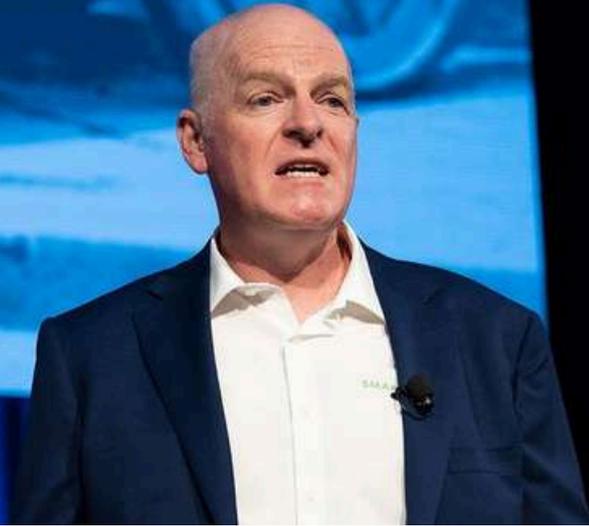


Jarrold has been featured extensively in the media, sharing his thoughts and experience across a broad and diverse range of media platforms. Few people have both the past experience and forward thinking thought leadership in the space of people.



JARROD'S TOPICS FOR INTERVIEW

Jarrold McGrath has an extraordinary depth and breadth of knowledge and expertise around the topic of "People" and "Governance." He is a passionate presenter, who offers a very well structured and considered approach to diverse topics.



MINDSET

How leaders must think differently in an age of accountability

- Why work has quietly become a governance issue
- Why intent is no longer a defence
- Why CEOs can no longer delegate accountability to functions
- Why trust now depends on evidence, not assurances



SKILLSET

What modern leaders must be able to do

- Making decisions that can be explained and defended
- Governing across systems, not silos
- Leading when scrutiny is real-time and public
- Balancing performance, compliance, and trust



TOOLSET

The systems and structures that now matter

- Why disconnected HR, payroll, and workforce systems create invisible risk
- Why audits are a lagging indicator of failure
- How systems of compliance are replacing manual controls
- Why explainable systems matter more than intelligent ones

WHAT OTHERS SAY ABOUT JARROD McGRATH

“We recently had the pleasure of having Jarrod speak at our business networking event, and could not have asked for a better speaker. Jarrod, a consummate professional, connected well with the audience and delivered a presentation that was insightful and authentic. The feedback from attendees was overwhelmingly positive, with people deeply impressed with his knowledge, experience, and passion for the topic. Working with Jarrod was a pleasure; he helped make our event a resounding success. We would highly recommend Jarrod to anyone looking for a dynamic and impactful speaker.”

Dr Penny Sweeting, BN, MN, PhD, she/her, Associate Vice Chancellor Sydney Region, Charles Darwin University

“As a CEO in today’s constantly evolving world, it’s crucial to have a dynamic, people-focused leadership approach. Navigating the complexities of the digital age can be challenging, but Jarrod’s book provides invaluable insights that will equip CEOs with the tools they need to succeed. Whether you’re a current CEO or aspiring to take on the role in the future, this book is a must-read for anyone looking to elevate their leadership skills.”

Christine Mikhael, CEO, LJ Hooker Group

“Jarrod shifts the focus on people from HR to the CEO, and gives leaders a practical guide to drive results. A must-read.”

Marc Havercroft, Senior Advisor, Go1

“Jarrod shares valuable insights and practical tools to help business leaders align people with organisational purpose.”

Amanda Simms, CEO, Simms & Associates

“I commend Jarrod on his journey to keep the workforce current with the demands mandated by digital transformation. Congratulations on the second edition of the book with practical insights on how businesses can change their operating models in a human-centred way to incorporate people, algorithms and the broader environment.”

Matt Michalewicz, CEO, Complexica

“The world of business is evolving at a rate of knots, as new technology, work practices and customer needs emerge. Jarrod’s book provides a blueprint on how to navigate this brave new world, providing clear and actionable insights for business leaders to follow. Packed full of fascinating interviews, industry anecdotes and creative business strategies, this book is a must-read for anyone who is serious about people management in their business.”

Cian McLoughlin, Bestselling Author and CEO, Trinity Perspectives

“I commend Jarrod for providing CEOs a practical, must-read playbook for leading with a people-centric philosophy. At the core of this is the alignment of organisational purpose with people’s purpose.”

Tracy Angwin, CEO, Australian Payroll Association

“In The Modern CEO, Jarrod brings additional awareness of Indigenous and First Nations learnings, especially around system thinking and the connection of people, family, community, society and planet. These do not have to be competing priorities; they can coexist and provide benefit in the modern corporate world.”

Ben Bowen, CEO, Indigenous Literacy Foundation



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