

- AUTHOR
- SPEAKER
- CEO
- FOUNDER



SPEAKER KIT 2026

# ABOUT JARROD McGRATH

Jarrold McGrath is a globally recognised speaker, author, 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, operating models, and the systems that underpin trust, accountability, and performance.

With more than two decades of experience, Jarrold has founded and led multiple businesses spanning consulting, technology, and the arts, giving him a grounded perspective on how organisations actually operate, not just how they are intended to. His work is shaped by real-world delivery, where leadership decisions, systems, and outcomes intersect under scrutiny.

Jarrold is the Founder and CEO of Smart WFM, a global workforce management advisory and delivery firm now in its tenth year of operation, supporting organisations across industries and geographies as they navigate workforce complexity, operating model change, compliance risk, and large-scale transformation. His work sits at the intersection of workforce strategy, HR, payroll, technology, and governance, providing leaders with clarity on how work is planned, executed, paid, and governed at scale.

He is also the Founder of TraceEzy, a workforce compliance and risk assurance platform created in response to a recurring challenge across organisations: despite significant investment in systems and processes, 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 speaker, Jarrold brings a systems-level perspective to some of the most pressing issues facing leaders today: including modern CEO accountability, systems of compliance, workforce operating platforms, operating model design, and the evolving role of leadership in governing work at scale. His presentations are known for being insightful, well-researched, and grounded in practical experience, offering audiences clear ways to think and decide in complex environments.

Jarrold is a regular media commentator, with insights featured in publications including the Australian Financial Review, Forbes, CEO Magazine, HRM, and The Mandarin. He is also committed to philanthropy, contributing to people-focused initiatives with a strong emphasis on long-term impact, including Indigenous literacy and education.



THE FOUNDER  
AND CEO OF  
**SMART WFM**

THE FOUNDER OF  
**TraceEzy**

**jm.**  
JARROLD  
McGRATH

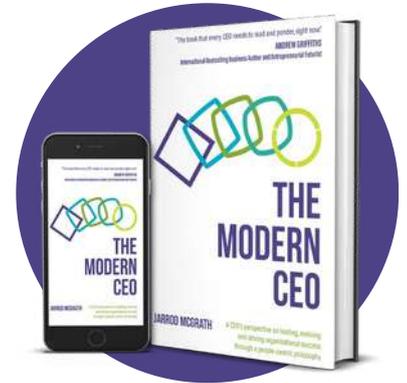
# THE PEOPLE IMPERATIVE SERIES

## 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.

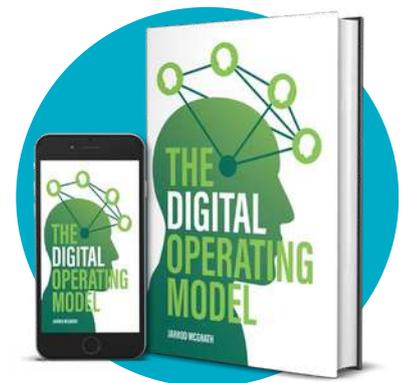


SECOND EDITION  
OUT NOW

## 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

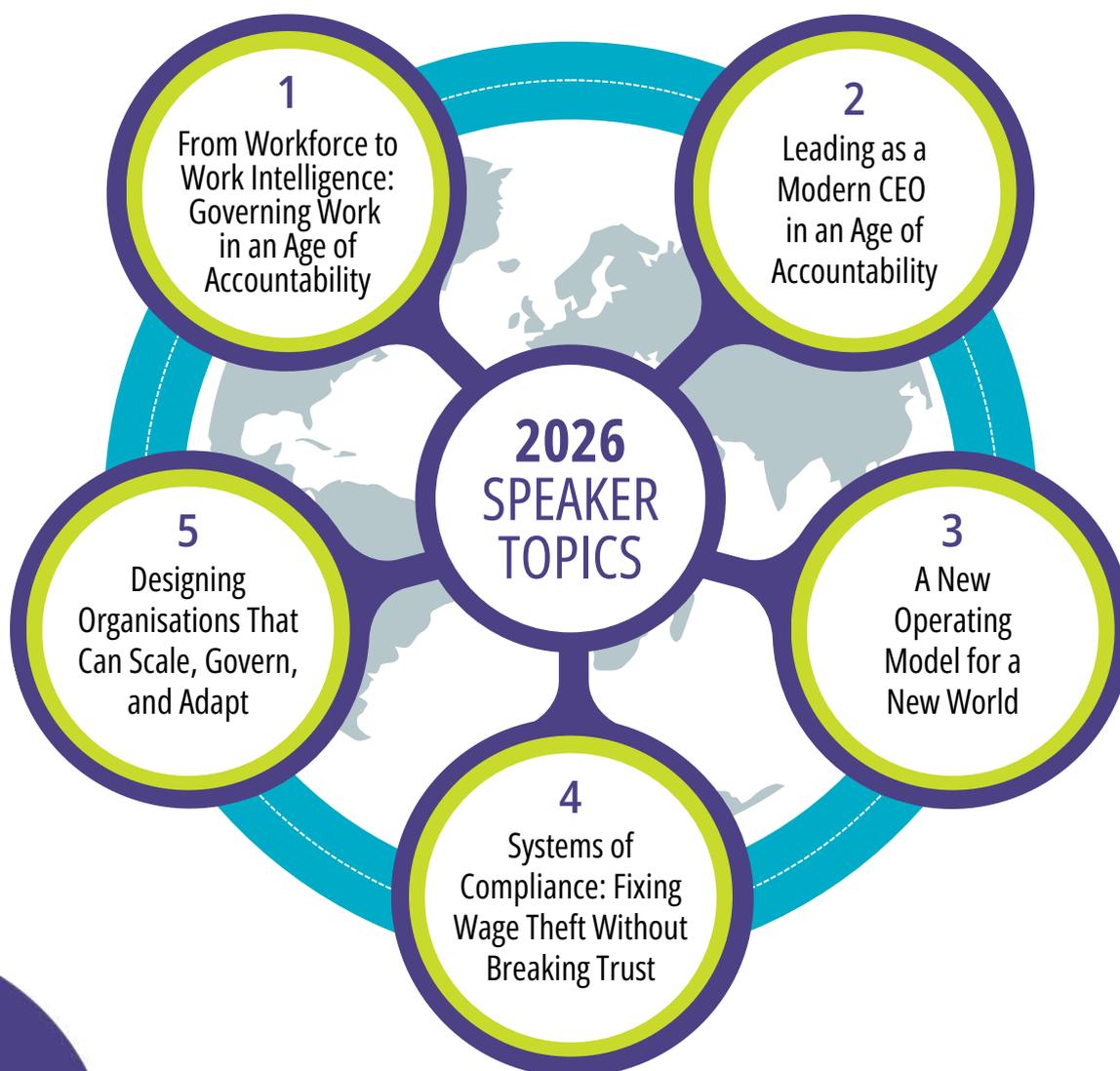


Jarrold has been featured extensively in the media, sharing his thoughts and experience across a broad and diverse range of media platforms. Few people have both the past experience and forward thinking thought leadership in the space of people.



# JARROD'S CURRENT SPEAKER TOPICS

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.



# JARROD'S CURRENT SPEAKER TOPICS

1

## FROM WORKFORCE TO WORK INTELLIGENCE: GOVERNING WORK IN AN AGE OF ACCOUNTABILITY

Modern organisations are under growing pressure to demonstrate trust, transparency, and control — not just intent. As workforce operating platforms mature and systems of compliance emerge, leaders are being held accountable for how work is designed, governed, and evidenced. This keynote introduces *work intelligence* — the ability to clearly see how work, rules, and outcomes connect end-to-end — and explains why traceability is becoming a board-level issue. Designed for senior leaders navigating scale, regulation, and automation, this session reframes work as a system that must be governed, not just managed.

2

## LEADING AS A MODERN CEO IN AN AGE OF ACCOUNTABILITY

The role of the CEO has fundamentally changed. Today's leaders are expected to balance performance, people, risk, regulation, and reputation — often in real time. This session explores how modern CEOs must lead in environments where decisions are increasingly visible, traceable, and scrutinised. Jarrod examines the mindset shifts required to lead confidently in complexity, where accountability is shared across systems, not isolated to functions or individuals.

3

## A NEW OPERATING MODEL FOR A NEW WORLD

Most organisations still operate on structures designed for a different era — hierarchical, siloed, and disconnected. This session explores why modern workforce platforms, compliance expectations, and digital work require fundamentally different operating models. Jarrod outlines how organisations can redesign structures, decision rights, and flows of work to support speed, trust, and accountability in a networked world.

4

## SYSTEMS OF COMPLIANCE: FIXING WAGE THEFT WITHOUT BREAKING TRUST

Wage theft is rarely the result of intent — it is almost always a failure of systems. This session reframes compliance as a design challenge, not a policing exercise. Jarrod introduces the emerging concept of *systems of compliance*, where obligations are embedded into how work is designed and delivered, rather than managed after the fact. Using real-world experience, this talk shows how organisations can reduce risk, rebuild trust, and move beyond reactive compliance models.

5

## DESIGNING ORGANISATIONS THAT CAN SCALE, GOVERN, AND ADAPT

As organisations scale, complexity grows faster than capability. This session focuses on how HR, workforce systems, operating models, and governance must work together to support sustainable growth. Jarrod explores how organisations can move from fragmented decision-making to connected design — enabling scale without losing control, culture, or credibility.

# TESTIMONIALS

“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**



# ENGAGING JARROD McGRATH FOR YOUR EVENT

Jarrold McGrath is available to speak both nationally and internationally. To start the booking process please forward some information about your event, specifically the date, location, organisation and event description to the Jarrod McGrath team. They will follow up with you immediately regarding Jarrod's availability, costs and other relevant details.



# JARROD McGRATH

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