

Leading Beyond Borders. How Leaders Successfully Expand Into Internationally

Dane Hudson was an **international CEO** for over 25 years and is now one of the **most sought-after CEO mentors and speakers** in Asia Pacific. “Leading Beyond Borders” was created directly from Dane’s experience as a CEO of international businesses of all sizes and in varying stages of growth and potential. His keynote provides leaders with specific actions that they can take to seize international opportunities, while also managing risk.



Expanding internationally is one of the most exciting growth opportunities for any business. Your product may be performing strongly at home. Adjacent markets look attractive. Revenue and valuation upside can appear significant. But the reality is this:

- International expansion is usually harder, slower, and more expensive than leaders expect.
- Many businesses underestimate how different customers are across markets, whether the local business model will translate, competitive intensity and local incumbents, the time required to become cashflow positive, and the strain placed on already stretched head office teams.
- The result? Costly mistakes, delayed growth, and distracted leadership teams.

In this keynote, Dane shares the 4 critical leadership priorities for global expansion

- 1. Understand the Market, then Start Smaller Than You Think:** Most first-entry plans are too ambitious. Learn how disciplined leaders test, pilot, refine, and evolve their offer before scaling.
- 2. Find the Right Leaders and Build Trust Quickly:** Strong country leaders are critical, but hard to find. Learn how to assess talent, avoid expensive hiring mistakes, and lead country managers effectively.
- 3. Structure the Business for Scale:** Organisation structure must support strategy. Learn how to design reporting lines, decision rights, and support functions that scale as markets grow.
- 4. Protect Culture and Compliance:** Growth without controls creates risk. Learn how successful leaders maintain company culture, standards, and compliance across multiple countries.

Who Benefits from this Keynote

CEOs considering regional or global expansion; Growth companies entering new markets;
Leadership teams managing offshore operations; Private equity / VC portfolio companies scaling internationally

Tailored to your needs

Dane takes the time upfront to understand your audience, business context, and conference objectives. Each keynote can then be tailored to your needs whether that means focusing on the topics most relevant to your audience, exploring specific leadership challenges, or going deeper into high-potential international markets.

For organisations seeking greater depth, Dane is also available for executive workshops and leadership sessions designed around your team’s specific opportunities and challenges.

Dane also understands that great speakers add value beyond the stage, and is available to support your broader program through networking sessions, panel discussions, breakfasts, lunches, dinners, and attendee engagement.

What others are saying:

“Dane Hudson delivered his “Leading Beyond Borders” keynote over two days. Firstly, to local CEOs and Chairs of some of Vietnam’s most successful local companies, and the following day to Country Managers and HR leaders of MNCs with operations in Vietnam. Dane’s keynote was extremely clear in laying out the challenges of international expansion, and importantly the approaches that leaders can use to successfully scale internationally. I can highly recommend Dane as an engaging speaker with relevant and useful content.”
Trinh Tieu, CEO and Founder Talentnet, Vietnam’s largest HR Services company