



As CEO and founder of Business Futurist consultancy [GDR](#), Kate is a 'wayfinder to the future' and a retail guru with tech, consumer, retail and brand specialisation. [GDR](#) is the innovation partner to around 30 of the world's largest consumer brands, including: Target, P&G, Costa Coffee, Coca-Cola, Clorox, Danone, Carlsberg, Google, Microsoft, Jaguar Landrover, Tesco, Sainsburys, Waitrose and Lego. Kate delivers compelling big picture narratives explaining how retail, brands and experiences are changing as a result of climate, economic, cultural and social shifts, the technology revolution and the cost of living crisis. She advises on the near to medium term future of customer experience, how marketing is evolving, and how best in class global players are using tech to meet emerging environmental and customer demands.

Kate takes a cross-sector, global view of innovation, which includes any interaction between brand and consumer, on or offline. Her goal is to make the audience feel inspired about their industry and their own ability to create, shape, or transform the future. She has the ability to clearly explain complex trends, societal shifts, or emerging technologies in a way that is relatable for any audience.

You can expect a charismatic performance, whether on a large stage, at a corporate event, in the boardroom, or as a panelist. Every presentation Kate gives has the WOW factor and will contain tailored research and analysis, Kate is renowned for inspirational WOW factor talks that are customised to each audience with bleeding edge innovation sourced by GDR's research and strategy teams. Much of the thinking will have been road-tested with the ...

Kate Ancketill

Speech Topics

- Women in Business
- Technology
- Retail
- Management
- Innovation
- Future Trends

