



Allister Frost

Former Head of Digital Marketing, Microsoft

A leading global expert on the future of marketing

Allister Frost is the founder of Wild Orange Media where he helps businesses adapt to our rapidly changing world. He is a specialist in emerging and future online marketing techniques and works across many industries helping marketers stay abreast of technological advances to develop future-ready capabilities.

TOPICS:

- The Future of Marketing
- Digital & Content Marketing
- Emerging and Future Online Marketing Techniques
- The Secret Psychology of Inbound Marketing
- Behavioural Economics
- Social Business Reorganisation
- Creativity

LANGUAGES:

He presents in English.

IN DETAIL:

From 2003 to 2012, before founding Wild Orange Media, Allister was Head of Digital Marketing Strategy at Microsoft where he set the strategic direction for future marketing for the company in the world and gave fresh impetus to brands including Xbox and Windows. A Chartered Marketer, Allister regularly coaches and trains organisations around the world. During his more than two decades of career, he has managed well-loved brands including Andrex, Huggies and Kleenex and delivered global launch campaigns for Windows and "I'M A PC". In addition, he is the founder of Internet Safety School, a community initiative designed to help parents understand the digital world better so they can help keep their children safe online. Allister is also an active blogger.

WHAT HE OFFERS YOU:

Allister helps companies improve marketing results by leveraging emerging channels and technologies to inspire profitable customer action. As a respected industry thought-leader, he also comments on the changing communications landscape and explains how organisations must ready themselves for the post-broadcast, pay-to-play era by seeking out commercial opportunities in our digitally connected world.

HOW HE PRESENTS:

His successful career and his high energy presentations make Allister Frost a sought after keynote speaker and industry commentator.