Kate Ancketill

CEO & Founder of GDR Creative Intelligence

"One of the world's top trend forecasters for retailers, retail and product brands"

Kate Ancketill is a leading authority in global retail and business futurism, specialising in trends, consumer behaviour, brand development, hospitality and technology. Known for her visionary insights and ability to analyse complex societal shifts and emerging technologies, Kate has helped numerous businesses to navigate the rapidly evolving landscape of retail and consumer expectations.

TOPICS:

- Retail
- Brands
- Consumer Trends
- Virtual Commerce
- The Metaverse
- Post-Pandemic Transformation
- New Tech
- Smart Cities

LANGUAGES:

She presents in English.

IN DETAIL:

Kate leads GDR Creative Intelligence, a global consultancy that offers strategic inspiration to leading companies like P&G, Tesco, Waitrose, Sainsbury, Costa Coffee, Microsoft, Google and Lego. She uses case studies from leading designers, marketers, technologists, architects and thought leaders to demonstrate the impact of new technologies and consumer behaviours on physical and digital commerce. Kate was awarded the Jennifer d'Abo Memorial Scholarship for female entrepreneurs and was recognised among the UK's top 100 in the Courvoisier Future 500.

WHAT SHE OFFERS YOU:

Kate delivers compelling big picture narratives explaining how retail, brands and experiences are changing as a result of economic and social shifts, the technology revolution and the imperative move towards sustainability. She advises on the future of customer experience, how marketing is evolving, and how the best of the best is using tech to adapt to new customer behaviours and expectations.

HOW SHE PRESENTS:

Kate's inspirational WOW factor talks contains research and analysis which has been rigorously tested for their relevance and impact with multinational corporations, often at board level.