

Peter Cross

Brand & Consumer Strategist

"Recognised as one of the UK's leading brand strategists"

Peter Cross is a leading brand and consumer strategist. Formerly in charge of the customer experience at John Lewis for eight years and ten more as Mary Portas' business partner, meaning there are few who can match Peter's unique blend of consulting and practical experience and step so confidently into the future of shopping, helping brands and organisations remain irresistible to their target consumers.

TOPICS:

- Meet the Consumer of the Future
- Customer Service Now
- The Human Side of Business
- Magpies, Merchants and Astronauts (Eternal truths from a life in retail leadership)

LANGUAGES:

He presents in English and is also fluent in French.

IN DETAIL:

Peter has worked in marketing communications for over 25 years, starting his career at Burberry followed by an 11-year global journey with L'Oreal. In 2000 he took up a position with the Richemont Group in charge of global communications for Dunhill before joining Mary Portas at Yellowdoor as Managing Partner in 2004. From 2007, Peter and Mary launched several TV projects supporting a new breed of independent shops and campaigning for service levels across the retail sector including the highly acclaimed Mary Queen of Shops. Over ten years, they built one of London's best respected retail marketing agencies with clients ranging from Louis Vuitton and Mercedes Benz to Westfield and Clarks.

WHAT HE OFFERS YOU:

Known for his charismatic, inspiring and straight-talking style, Peter draws on his experience with some of the world's most iconic brands and shares trusted techniques of deepening relationships with both consumers and employees through brand purpose and authentic human connection.

HOW HE PRESENTS:

Peppering his presentations with tangible examples from across the commercial and third sectors, Peter isn't afraid to challenge current thinking, offering new perspectives around disruptive innovation, internal culture and remaining what Peter calls sticky.