

Kate Ancketill

Inspirational Retail & Hospitality Trends Speaker, 'How the Future Consumer will Buy'

Please contact a GDA agent for information.

Topics

- Futurists / Trends
- Innovation / Creativity
- Retail and Consumerism
- Social Media
- Thought Leader
- Virtual



About Kate Ancketill

Kate Ancketill is a futurist with a tech, consumer, retail and brand specialization, making complex societal shifts and emerging technologies relatable for any audience.

As CEO and founder of GDR Creative Intelligence, Kate is the innovation partner to around 30 of the world's largest consumer brands.

Every presentation she gives contains research and analysis that has been stress-tested for relevance and impact with multi-national corporations, often at board level.

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 are using tech to adapt to new customer behaviors and expectations.

She takes a cross-sector, global view of innovation, which includes anywhere there's interaction between brand and consumer, either online or offline.

Select Keynotes

- **21st Century Brands**

Why digitally native brands are so successful, and what legacy brands can learn from them.

- **How AI is changing the world**

How AI is changing the world - Kate Explains.

- **Innovation and Customer Experience**

How Innovation in Customer Experience is the Heart of Future Growth

- **Kate doesn't just have one keynote: all presentations are custom to the specific needs of the audience, and contain up to the minute, bleeding edge case studies of innovation**

Currently hot topics include: • The growth of omni-channel and the intersection between digital and physical retail. • Cognitive artificial intelligence and its implications for future service provision within retail and leisure. • Mobile commerce and its impact on the retail landscape. • The 'entitled' millennial shopper: how they shop the way they live: 100% connected. • Click and collect and delivery: innovation that's creating the new competitive landscape, and where it's going. • Experiential retail: what this means now and for the store of 2020. • Wearables, the internet of things and how apps are changing objects into ecosystems.

- **Sustainable brands**

Sustainable brands: a practical guide to a future that works for the planet, people and profit

Select Articles

- [Online? Meet Offline](#)

GDR explores the newest technology that's engaging customers instore and beyond.

Select Testimonials

I will write a note in a moment thanking Kate for her time and effort last night. It was a fantastic event and the feedback received was incredible. She has been our best speaker to date in terms of interest and questions.

— Alexandra Zammit, Fujitsu

"I want to thank you for presenting to our group last week. We've received nothing but rave reviews about you and your presentation. We're your most ardent supporters."

— Alf Nucifora, The Luxury Marketing Council of San Francisco

"Every time that I see one of your presentations I walk away "awed" at what is going on in the retail and restaurant industry around the world. There is so much to be learned! Your presentation style is superb and I will sign up for a class if you ever decide to teach the course! Kate, the content of your presentation was a true eye-opener for us, so on behalf of our entire Latin America Team in Oak Brook we THANK YOU VERY MUCH"

— Development Officer, Latin America McDonald's Corporation

Kate, I found your presentation (at MAPIC) to be extremely relevant and interesting. I think about the future of retail every single day and I believe that you are at the forefront of communicating the trend changes that are quickly changing my business in particular.

— Gene P. Spiegelman Executive Vice President Cushman & Wakefield, Inc.

Thanks you SO much for today Kate- I have received so many RAVE reviews and much positive feedback! Also, your content was repeatedly referenced in the afternoons exercise on future ideas- so you really made an impact! Thanks again.

— Heather Muir, Brand Marketing Manager, Nationwide marketing conference, UK

"Every presentation you give is like trip around the world in just one hour: truly amazing!"

— Marion Grimiaux Project Head Store Development Orange

"Kate did a wonderful job as she always does for us. She works really well with us in advance of the presentation and gives us plenty of options and food for thought on what she can present for us."

— Oracle

"You guys are one of the best resources in the world!!"

— Stacy Lastrina, SVP, Jones Apparel

"On behalf of ICSC, thank you for serving as our Guest Speaker at the 2009 ICSC Global Retail Runway session. By all accounts, the session was an overwhelming success."

— Staff Vice President ICSC Las Vegas