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# KATE ANCKETILL

CEO and Founder of GDR Creative Intelligence – A Retail Innovation Company Providing Consumer Insight and Retail Trends

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As the CEO and founder of GDR, Kate has more than 20 years of experience in trends affecting business sectors and consumer behaviour, sharing her visionary insights around the world. She is the innovation partner to around 30 of the world's largest consumer brands, supplying market leading consultancy and professional speaking to P & G, Tesco, Waitrose, Target, Sephora, Microsoft, Google, and Lego.

As a business futurist, Kate delivers compelling big-picture narratives. Kate makes complex societal shifts and emerging technologies relatable for any audience. 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 changing demographics, environmental realities and cultural change.

Kate has considerable experience in Conferences, Webinars (live & recorded), TV, radio, podcasts, panels, board advisory, client presentations, and print. She has worked extensively with media organisations of all sizes, from national broadcasters to specialised trade publications.

Her expertise and skills are highly regarded globally, and she is the trends keynote speaker for the world's largest retail organisation, the National Retail Federation in the US. Beyond her role as a leading consultant and thought leader within retail, Kate, and her team of experts at GDR are trusted media contributors and ghost-writers for global brands.

## Topics

- Innovation
- Retail
- Trends
- Woman

*info@londonspeakerbureau.my +603 2301 0988*