

# Kate Ancketill

Global innovation expert and founder and CEO of GDR Creative Intelligence

Available For: 

- Keynote Speaking

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## About

Kate Ancketill is one of the world's leading trend forecasters for retailers, retail and product brands. Her work looking at the key shifts in consumer expectation, retail innovations and technology provides confidence to senior business decision makers about where to innovate, adapt and invest resources.

She is the driving force behind GDR Creative Intelligence, a global consultancy focused on strategic inspiration for world leading companies, which uses carefully curated case studies to illustrate how new technologies and consumer behaviours will impact physical and digital commerce; case studies discovered by GDR's expert research team, or drawn from her global network - honed over 22 years - of leading engineers, programmers, designers, architects, marketers, scientists, academics and other specialist practitioners.

The research Kate Ancketill presents covers everything from how shops and outlets will cater for the online, on-demand shopper to the use of cafe culture and tailored experiences, as well as the latest developments incorporating GPS, video, the internet of things and wearable technology. She looks at the big innovations that will shape retail in the future for long-term international clients including Microsoft, Samsung, Google, eBay, LVMH, Waitrose and Tesco.

Kate works with an impressive roster of major global brands, including: Microsoft, P&G, InterContinental Hotels, Hilton, LVMH, McDonald's, Tesco, Capital One, Macy's, Chanel, Estee Lauder and Sephora.

Highly regarded, dynamic and commercial, Kate Ancketill has won the Jennifer d'Abo Memorial Scholarship for female entrepreneurs and been selected as one of the UK's top 100 in the Courvoisier Future 500.

## Video



# Testimonials

“

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.

Fujitsu

“

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. Thanks for doing a fantastic job. Again.

Oracle

“

Thanks again for sharing such interesting content. As I said during our chat it is quite rare to see new, interesting and thought provoking content across the sea of conferences in the U.K. these days, so your talk was a pleasant change from the norm.

Paul Hornby, Head of eCommerce, Shop Direct

## TAGS FOR KATE ANCKETILL

Retail

Consumer

Branding

Technology

Marketing

Trends & Forecasting

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