

## Kate Ancketill

Expert in Innovation and Founder and CEO of GDR Creative Intelligence

Kate is a futurist with a retail, consumer, brand, hospitality and technology specialisation, making complex societal shifts and emerging technologies relatable for any audience.

As the 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 hospitality are changing as a result of economic and social change and the technology revolution.

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 behaviours.

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

**GDR Creative Intelligence.** Founded in 1992, GDR Creative Intelligence is an independent and globally-recognized consultancy that provides the world's leading consumer brands with brand marketing and retail futures insight. The team researches, analyses and showcases key innovation trends to help clients stay ahead. GDR is retained by clients for its personalized digital innovation platform, interactive presentations and workshops, custom research projects, and real-world learning experiences where they can see innovation working in the field. The company also assists in creative matchmaking, thanks to its relationships with a diverse network of the best agencies worldwide.