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# Cate Trotter



Cate Trotter is a revered expert on retail trends and consumer behaviour, having forged her success as the Founder of Insider Trends. Highly acclaimed for aiding esteemed businesses in the innovation of profitable retail concepts, Cate has formerly worked with world-leading brands such as Johnson & Johnson, Facebook, Hugo Boss, Chanel, TikTok and Google. Today, Cate shares her expertise as the Senior Innovation Specialist for the Level Crossing Removal Project, along with engagements as a keynote speaker. When hired as a speaker, Cate shares not only her expertise on retail trends but also her in-depth understanding of innovation, digital transformation, sustainability and business strategies.

Back in 2005, Cate began her fruitful career as a Marketing Consultant for Better Thinking. Here she developed her understanding of marketing, creating a variety of sustainable marketing strategies for acclaimed brands such as Nokia, The Co-Operative Group and Lloyds. Two years later, Cate honed her entrepreneurial spirit to become the Founder of Insider London and Insider Trends. Working as the Head of Tours for Insider London, Cate spearheaded London's first alternative walking tours company - having achieved a TripAdvisor Certificate of Excellence for three consecutive years. As the General Manager and Head of Trends for Insider Trends, Cate enjoyed almost 15 years of helping large retailers innovate their business and customer processes. Predicting trends in the retail industry, Cate soon became synonymous with trend foresight - named a Ven Top 50 Global Retail Influencer in 2017, 2018 and 2019.

Leaving Insider Trends in 2022, Cate is now committed to her role as the Senior Manager of Innovation Consulting for GHD Digital. Cate has well and truly left her mark in the industry of retail trends, having also been honoured as a Rethink Retail Top 100 Global Retail Influencer in 2021 and 2022. Cate has also claimed recognition as a LinkedIn Top Voice, a TechNation 200 Thought Leader, a Future 100 Entrepreneur by Striding Out, a StartUp 100 Entrepreneur by Startups, a Top 20 Global Retail Influencer by iQmetrix and for writing the Top Retail Management Blog of 2017. Cate has also undertaken countless courses to further her expertise in the ever-evolving world around us, most recently having achieved certification as an Enterprise Design Thinking Practitioner from IBM.

Now regularly hired as a keynote speaker for corporate events, Cate Trotter is a go-to choice when looking for an expert on retail trends. Cate maps out what the future holds for the retail industry - focusing on aspects such as digital transformation and sustainability as they become increasingly important. To date, Cate has already delivered keynote speeches across four continents and to audiences of over 1500 professionals - travelling globally to deliver speeches in places such as Berlin, New York, Tokyo, Milan and Amsterdam. Redefining how retailers can "win" with their strategies, Cate empowers innovation and encourages retailers to leave dated practices in the

past. A seasoned speaker with a roster including the likes of Fujitsu, IKEA, Duracell and Swarovski, don't miss your opportunity to reap the rewards of Cate Trotter's expertise in retail trends at your next event!