

CATE TROTTER

Head of Trends at Insider Trends

LONDON
SPEAKER
BUREAU



At Insider Trends, Cate has helped brands such as Facebook, Nike, Chanel, Galeries Lafayette, Swarovski, Samsung, Mercedes-Benz, Puig, Johnson & Johnson, Levi's and EE innovate and create world-leading retail ecosystems.

Cate frequently works with senior team members – including Unilever's CEO, the General Manager of L'Oreal France, Mega Image's CEO, Clarks' Managing Director, Carrefour's Chief Operations Officer and the senior team at Hugo Boss.

She is a very experienced speaker, regularly making keynote presentations to audiences of up to 1,200 people. She has delivered retail sessions everywhere from Mexico City to Tokyo.

Topics

- Digital Trends
- Future
- Technology
- Women

Cate has been named one of the world's top retail influencers for the past 5 years. She's been quoted numerous times in Forbes magazine and is a RetailWire BrainTrust expert. LinkedIn named her one of the top 15 most listened to professionals in the UK.

Cate combines unique, powerful insights with solid data, presenting them in a no-nonsense way. She uses inspirational case studies to show how audiences can tap into these trends and get ahead.

Cate's presentations draw on her personal connections and interviews with retail innovators, as well as first-hand experience of the world's best retail spaces. This enables her to develop fresh perspectives that challenge and enlighten audiences.

TESTIMONIALS

"It was an absolute pleasure to see Cate on stage for her world class keynote. She was inspirational and highly engaging. She shared valuable stories that will help retail business continue to grow. I highly recommend Cate as a world class international speaker."

– Gautam Ganglani, CEO, Right Selection

"It was a great experience. The majority of delegates voted Cate's presentation as their favourite part of the day. We loved how visual it was. It positioned us as a leading voice on retail and supplied our members with unique insights to take away."

– Jessica Pearn, Communications Manager, New West End Company

"You were just mesmerizing on stage. Your keynote speech was the real Aha! moment of the entire day. The examples you cited from across the globe were simply amazing."

– Anurag Jagnani, Deputy Manager, Management Assurance, Aditya Birla Fashion and Retail, Mumbai, India

"Cate shares complex ideas and trends in an easy-to-digest way, meaning our audience were able to absorb all the messages and insights she was sharing."

Her presentation showed us HOW we can adapt and WHY it's needed. This insight was invaluable.

She was amazing – relaxed and engaging the whole hour. We hope to have her at one of our events again soon.”

– Skye McParland, Regional Digital and Public Relations Manager, Veolia London

“We loved Cate’s energy and confidence! The session had a good balance between being informative and fun. I’d recommend Insider Trends to businesses embarking on a digital journey, which often calls for business transformation and change from tradition.”

– Imran Choudhary, Retail Commerce Lead, IBM

“We enjoyed Cate’s dynamism and, of course, professionalism. My team was very happy with the session, I heard that it has been a very long time since they had such a level of performance.”

– Chanel, France

“Very good presentation – one of the best in years. Thank you.”

– Jamie Smalley, Managing Director, RunBreeze

“Cate gave us a great speech about blended brand ecosystems. What really fascinated me was her ability to adapt to our specific audience. Displaying great innovations is one thing but making it relevant for our customers made it all so much better.”

– Anders Andersson, Marketing Manager, Avensia

“The final presentation left the movers and shakers of the retail industry with something very interesting to mull over for the weeks and months to come.

I’m very fond of Cate’s way of working, which is to gently reinforce her hypotheses through an accumulation of case studies and examples. Her slides were something to behold, they made you want to visit every store or try every app she mentioned.

She refers to herself as ‘the 26th most influential person in retail’ but you’d be hard put to imagine that there are 25 more engaging and delightful thinkers or presenters out there.”

– Mike Butler, Director, McDonald Butler Associates