
TOBY DESFORGES



- **Expert in Shopper Marketing and Customer Development; Author, consultant, and business leader.**
- **Co-author of “The Shopper Marketing Revolution”**



Topics

- Author
- Branding
- Business
- Marketing

Toby Desforges an author, consultant and speaker with 30 years' experience working with leading consumer goods businesses including Mars, PepsiCo, Sony, Unilever, Danone, Coca-Cola and Tesco.

As the co-author of “The Shopper Marketing Revolution”, Toby Desforges is a globally recognised expert in Shopper Marketing and Sales Development.

As a consultant Toby Desforges works with many of the world's best-known brands across Europe, Middle East, Africa and Asia-Pacific. He specialises in directly supporting managers to make practical changes to marketing and sales strategies which deliver step-change in brand performance, return on investment and organisational capability.

As a speaker Toby Desforges has been engaged to keynote at conferences and corporate events around the world. He motivates audiences to embrace new ways of thinking about the markets in which they are working and inspire change.

Toby co-founded a global management consultancy, Engage, and he leads teams in Europe, Middle East and Africa. Concurrently he is the CEO of [Opporta](#), a digital platform which democratises personal development, and a resident expert at [Shopper Marketing Experts](#).

Having lost his wife to cancer in 2017, Toby is now a loving sole parent to three amazing boys.