



Cate Trotter

**Founder and Head of Trends at Insider Trends,
a leading London-based retail futures agency**

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Cate's biography

Cate Trotter's background

At Insider Trends, Cate has helped brands such as Chanel, Galeries Lafayette, Marks & Spencer, Swarovski, Fujitsu, Metro Group, Samsung, Jaguar Land Rover, Mercedes, Puig, Nike, Lego, 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, House of Fraser's CEO, Clarks' Managing Director, Tom Tailor's CEO, Carrefour's Chief Operations Officer and the board of Hugo Boss.

She is a very experienced speaker, regularly making keynote presentations to audiences of up to 800 people. In the past 12 months, she has given presentations in 11 European countries, as well as Peru, Colombia, Guatemala, Honduras, Nicaragua, Mexico City and New York.

Cate's experience of setting up two successful [businesses](#) in her twenties led to her being named a Future 100 and Startup 100 [entrepreneur](#). She's been quoted 4 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. Vend ranked her as the world's 26th most influential professional in retail.

Speaking style

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.

Cate's talks

- **The World in 2035**

Do you know which important changes will affect our world between now and 2035? Cate Trotter will explain the most influential megatrends impacting society over the coming two decades. She'll help you understand what these trends mean for your business, so they can push your business forward instead of under.

- **Regular retail innovation and trends round-ups**

These regular sessions feature the most important developments, insights and innovations from the past quarter, rolled into one easy-to-digest presentation.

- **Key Retail Trends**

This retail trend presentation outlines the most important changes ahead for retailers and identifies the long- and short-term actions they can take to get ahead. Each trend is brought to life using inspirational case studies of the businesses leading the way. At each point, Cate highlights how the businesses in the audience can profit from these shifts, revealing insights worth thousands to retail businesses.

- **How to Thrive in An Exponential World**

As the rate of change increases, radically different businesses are emerging – ones that can threaten established giants within a few months of launching. In this presentation, Cate Trotter helps established businesses understand the new mindsets, business models and technologies that underpin this super-fast growth. She will also outline how they can adapt, so they too can innovate in new ways and grow exponentially.

- **The Future of Technology in Retail**

Discover the most innovative retail tech that can increase profits in two ways – by optimising internal operations and transforming customer experiences. Attendees will also learn a memorable framework to help them differentiate between game-changing and gimmicky technology. This will ensure that any future tech investment pays dividends.

- **What you missed at...**

Get the lowdown on what took place at some of the world's most important retail shows and conferences without taking 5 days out of the office. Cate and the Insider Trends team will scout shows such as NRF, World Retail Congress, Shoptalk, The Next Web and Seamless Asia and feed the key highlights back to busy office teams. Clients are welcome to give Cate key themes to focus on before she visits the event, ensuring that the right insights and networking tips are brought back.

- **Telecoms Spaces**

- **How to Spot a Trend**

- **Future proof Retail Ecosystems**
- **How To Create Stronger Connections With Customers**
- **Digitally native, vertically integrated retail**
- **The Sharing Economy**
- **Getting Ahead in Omnichannel Retail**

Speakers Associates Ltd | +44 (0)1628 636600 | info@speakersassociates.com | www.speakersassociates.com