



## Peter Cross

**Consumer expert, retail consultant, change maker, communicator and keynote speaker**

Eight years in charge of the customer experience at John Lewis and ten more as [Mary Portas'](#) business partner, mean there are few who can match Peter Cross's unique blend of consulting and practical experience and step so confidently into the future of shopping, helping brands and organisations remain irresistible to their target consumers.

## Peter's biography

### Peter Cross Keynote Speaker

Known for his charismatic, [inspiring](#) and straight talking style, Peter draws on his experience with some of the world's most iconic brands and shares trusted techniques of deepening relationships with both consumers and employees through brand purpose and authentic human connection.

Peppering his presentations with tangible examples from across the commercial and third sectors, Peter Cross isn't afraid to challenge current thinking, offering new perspectives around disruptive innovation, internal culture and remaining what Peter calls sticky.

In his time at John Lewis customers slept in shops, staff were sent to theatre school, the organisation's [customer service](#) agenda, values and purpose were reset, a Christmas ad campaign became the global benchmark and Waitrose played a front line role in feeding the nation. During his time as a Consultant, charity shops were reinvented, a professional cosmetic line opened Institutes in multiple territories, a report for the Government predicted the future of the high street, one of the world's biggest shopping malls opened during a global recession and some of the greatest luxury [brands](#) redefined the meaning of physical retail.

Peter Cross ensures his audiences leave with a clear sense of what the future of commerce might have in store, actionable insights and a passion and determination to stand out and play their part.

## **Peter's talks**

- **Meet the consumer of the future**
- **Customer service now**
- **The human side of business**
- **Magpies, merchants and astronauts (Eternal truths from a life in retail leadership)**
- **The power of purpose**
- **Building a culture of innovation - The power of a curious and inquiring mind**

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