

Job Title

Chief Digital Optimist

Professional Qualifications

Chartered Marketer, FCIM, DipM, DipCW (Inst CW)
BA(Hons) European Marketing 1st, DESEM 1st

Website

<https://allister.live>

Email

Direct: allister@wildorangemedia.com
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Mobile

+44 7974 565382

Social Networks

Twitter: [@allisterf](https://twitter.com/allisterf)
LinkedIn: [linkedin.com/in/allisterf](https://www.linkedin.com/in/allisterf)

Awards

UK Digital Marketing Personality of the Year (Winner 2013 & 2019)
Twice winner Lester Wunderman Client Award for Outstanding Creative Work
Direct Lion Award, Cannes Lions International Festival of Creativity
Client Service Excellence Award, Corporate Vision Magazine
Global Top 20 B2B Marketing Agency Blog, Jumblead
UK Top 50 Marketing Blog, Contender Content

**Short Biography (34 words)**

Former Microsoft marketing leader and technology expert Allister Frost is best known as The Digital Optimist, energising and inspiring business leaders to seize the opportunities of tomorrow to create awe-inspiring and profitable customer experiences.

Medium Biography (132 words)

Allister Frost, The Digital Optimist, is a future of marketing and technology expert who inspires organisations to create awe-inspiring and profitable customer experiences in our rapidly changing, data-fuelled world. Twice awarded UK Digital Marketing Personality of the Year (2013 and 2019), he now enthral audiences with uplifting keynote talks and training workshops to spread an appreciation of the benefits of positively embracing technological change. He specialises in pinpointing future marketing and sales trends and helping business professionals develop future-ready leadership mindsets.

In a two-decade corporate career, he accelerated the growth of well-loved brands including Andrex, Kleenex and Xbox while working for Kimberly-Clark and Microsoft. He also created iconic global media campaigns including "I'M A PC" and creatively transformed consumers' relationship with brands by making them more accessible through emerging real-time communication channels.

Long Biography (240 words)

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A qualified Chartered Marketer and a Fellow of The Chartered Institute of Marketing, he works with executive teams around the world to upskill them across topics including persuasive content marketing, the psychology of the social web, and digital adaptability for business reinvention.

As a respected industry thought-leader, Allister now helps organisations adapt to the changing communications landscape and ready themselves for the post-broadcast era. His lists world-leading organisations amongst his clients including GE, Autodesk, BBC, Vodafone, 3M, and PwC.

In his spare time, he's a keen photographer, craft ale enthusiast and proud dad. You can find him at global conferences, online at <https://allister.live>, or tidying his shed.