

**Job Title**

Keynote Speaker and Chief Digital Optimist

Professional Qualifications

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

Website

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+44 7974 565382

Social Networks

Twitter: [@allisterf](https://twitter.com/allisterf)
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Awards

Twice winner UK Digital Marketing Personality of the Year - 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 (<60 words)

Allister Frost is a keynote speaker, digital marketing pioneer and technology expert. A former Microsoft executive, he energises audiences around the world with fresh thinking to inspire them to thrive in our fast-changing, technology-driven world. He holds multiple awards for his speaking and marketing work and is a Fellow of the Chartered Institute of Marketing.

Medium Biography (<150 words)

Allister Frost, The Digital Optimist, is a keynote speaker, digital marketing pioneer and technology expert who helps businesses around the world seize fresh opportunities in our rapidly changing world. Twice awarded UK Digital Marketing Personality of the Year, he inspires audiences to thrive on the ambiguity of change, so they can square up to the new with self-belief and optimism. He specialises in helping business professionals develop future-ready leadership mindsets and pinpointing emerging marketing and sales trends.

In his corporate career, he accelerated the growth of well-loved brands 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. He is a Fellow of the Chartered Institute of Marketing and craft ale fan.

Long Biography (<250 words)

Allister Frost, The Digital Optimist, is a keynote speaker, digital marketing pioneer and technology expert who helps businesses around the world seize fresh opportunities in our rapidly changing world. Twice awarded UK Digital Marketing Personality of the Year, he inspires audiences to thrive on the ambiguity of change, so they can square up to the new with self-belief and optimism. He specialises in helping business professionals develop future-ready leadership mindsets and pinpointing emerging marketing and sales trends.

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.

A qualified Chartered Marketer and a Fellow of The Chartered Institute of Marketing, Allister Frost now works with global business leaders to embed new capabilities including persuasive content marketing, purpose-driven brand activism, and digital transformation for business reinvention.

As a respected marketing thought-leader, Allister also helps organisations adapt to the changing communications landscape and shifting buyer behaviours. 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 www.allister.live, or tidying his messy shed.