



**ALLISTER
FROST**

DIGITAL
OPTIMIST
& SPEAKER

Allister Frost, The Digital Optimist, is a well-respected keynote speaker who helps organisations thrive in our rapidly changing world. Twice awarded UK Digital Marketing Personality of the Year, he specialises in improving sales and marketing results by leveraging emerging communication channels to inspire more profitable customer behaviours. He works across all industry sectors with organisations including GE Healthcare, the BBC, 3M, Autodesk and Vodafone.



BUSINESS EXPERIENCE

FOUNDER & CHIEF DIGITAL OPTIMIST

ALLISTER.LIVE and WILD ORANGE MEDIA LTD | 2012-

Providing inspirational speaking, training and consulting support to clients. Course Director for marketing industry bodies including the CIM and the IPA. Keynote speaker and industry commentator.

HEAD OF DIGITAL MARKETING STRATEGY

MICROSOFT | 2003-2012

Setting the global strategic direction for the future of marketing at Microsoft. Overseeing communications programmes for leading technology brands including Windows, Office and Xbox.

MARKETING DIRECTOR

KIMBERLY-CLARK | 1993-2003

Leading advertising and marketing teams for well-loved consumer brands including Andrex, Kleenex and Huggies.



EDUCATION

Chartered Marketer and elected Fellow of the CIM

Chartered Institute of Marketing

BA (Hons) 1st Class European Business Management

Middlesex University Business School

Diplôme d'Etudes Supérieures Européennes de Management

École Supérieure de Commerce de Marseille, France

Diploma in Marketing

Chartered Institute of Marketing



AWARDS

UK Digital Marketing Personality of the Year

2019 & 2012

Global Client Award for Outstanding Creativity

Lester Wunderman Awards

Silver Direct Lion

Cannes Lions

Top UK Blogger

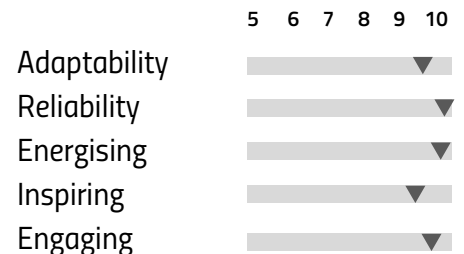
Contender Content & Jumplead



WORK TIME



FEEDBACK SCORES



CONTACT DETAILS

www.allister.live

+44 208 123 5539

contact@allister.live

twitter.com/allisterf

[linkedin.com/in/allisterf](https://www.linkedin.com/in/allisterf)

For more biographical details, photos and booking information, please visit <https://allister.live/media-kit>