



**ALLISTER
FROST**

DIGITAL
THOUGHT
LEADER

RECENT PROJECTS



01. Consulting

Helping inject fresh impetus into marketing plans and teams for global brands including Samsung, Sony, and UltimaMedia

02. Training

Delivering marketing capability development masterclasses for brand teams and their creative agencies. Fellow and Course Director of the Chartered Institute of Marketing

03. Coaching

Designing and delivering hands-on sessions to develop teams in companies including Kia Motors, Bloomberg, Pfizer, GE and Novartis



04. Speaking

Award-winning keynotes at events and exhibitions around the globe covering topics including the future of marketing, social business and digital consumers

05. Teaching

Guest Lecturer at Imperial College and the London School of Economics. Workshop and roundtable leader for B2B Marketing and Executive Leaders

06. Inspiring

Marketing psychology and persuasive communications specialist, helping improve commercial results for clients around the world



04

