

Primary Job Title

Managing Director, Wild Orange Media Ltd

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Professional Qualifications

BA(Hons) European Marketing, DESEM

Chartered Marketer, FCIM, DipM, DipCW (Inst CW)

Awards

UK Digital Marketing Personality of the Year, BOC Innovative Marketing Awards

Cannes Silver Direct Lion Award

Lester Wunderman Client Award for Outstanding Creative Work

Most Outstanding Boutique Strategy Marketing Consultancy, CV Magazine

Global Top 20 B2B Marketing Agency Blog, Jumplead

UK Top 50 Marketing Blog, Contender Content

Short Bio (<50 words)

Allister Frost is an award-winning Chartered Marketer who helps businesses adapt and thrive in our rapidly changing, technology-driven world. Voted UK Digital Marketing Personality of the Year, he is an expert in improving commercial results by leveraging emerging digital technologies to inspire profitable customer actions.

Long Bio (<250 words)

Allister Frost helps people in organisations do better business through rapidly evolving marketing and sales channels. Voted Digital Marketing Personality of the Year in the UK, he is well-known for his public speaking and authoritative understanding of the digital world. He is a specialist in emerging and future marketing techniques and works across all industries helping marketing and sales professionals get ahead of technological advances and develop future-ready capabilities. During a career spanning more than 25 years he has managed leading brands including Andrex, Huggies and Kleenex and delivered global campaigns for Windows and "I'M A PC". While Head of Digital Marketing Strategy at Microsoft he gave fresh impetus to brands including Xbox and Office by making them more accessible to customers through real-time communication channels.

A Chartered Marketer and an elected Fellow of The Chartered Institute of Marketing, he regularly coaches and trains marketing and sales teams around the world on a wide range of future-facing topics. These include B2C and B2B content marketing, the psychology of the social web and digital transformation for commercial success.

As a respected industry thought-leader, Allister now helps organisations adapt to the changing communications landscape, ready themselves for the post-broadcast era, and unlock profitable new commercial opportunities. He works with many world-leading companies including GE, Bloomberg, BBC, Pfizer, Computacenter, 3M, Legal & General, Kia Motors, and PwC. In his spare time, he's a keen photographer, craft ale enthusiast and proud dad. You can find him online at allister.live.

